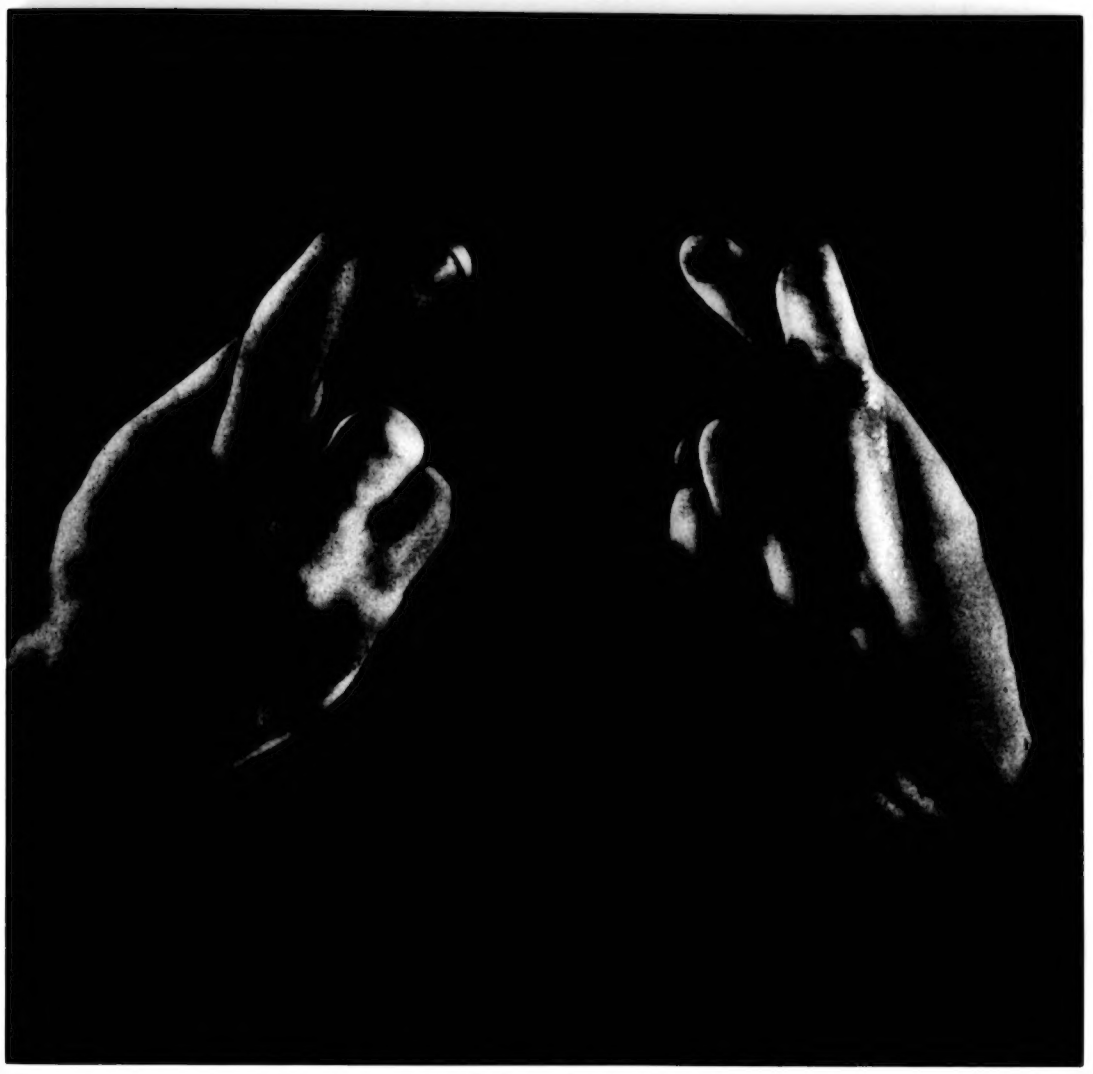
Kine WEEKLY

TO-DAY'S DEPUTATION TO THE HOUSE

See page 7



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There is only one company in this entire business that by virtue of its set-up can guarantee security —that's M-G-M!

ZANUCK'S NEWEST AND GREATEST ENTERTAINMENT!

TYRONE **POWER** • ALICE **FAYE** • AL **JOLSON**

IN

ROSE OF WASHINGTON SQUARE

Associate Producer and Screen Play by Nunnally Johnson

Music and Lyrics by Gordon and Revel, Stanley & Macdonald

DIRECTED BY GREGORY RATOFF

20th CENTURY FOX

A 20TH CENTURY-FOX PICTURE.

DARRYL F. ZANUCK In Charge of Production

LONDON TRADE SHOWS

CENTURY THEATRE, SOHO SQUARE, W.1, THURSDAY, MAY 25th,

11 A.M. • 3 P.M. • 6.30 P.M. • 8.30 P.M.

EDINBURGH BAN ON SUNDAY FILM SHOWS
See page 8

Kinematograph WEEKLY

No. 1674 Thursday, May 18, 1939. Vol. 267

CENTRAL TECHNICAL PANEL FORMED
See page 5

BOOTLEG KINEMAS RUN IN GUISE OF AMATEUR SHOWS

New Menace Revealed in South Wales

FREE HIRE EXPLOITED TO PUBLIC COST

THE growth of the amateur exhibitor presenting non-flam. programmes in small halls is causing anxiety to exhibitors. The subject was raised by F. Norman Wright, the chairman, at the last meeting of the South Wales branch, who spoke of the exhibition in a hall seating 60 persons of talkies featuring Will Hay, Cicely Courtneidge and Paul Robeson.

Complaints are being made of similar developments in other districts. In some cases the exhibitions are ostensibly for educational purposes, and being given in non-flam. films, are subject to no control.

Other instances have recently come to the notice of the KINE. of films supplied free by public utility companies being shown with a charge for admission "to cover expenses," but as neither entertainment tax nor licence is paid, the expenses of such shows areobviously insignificant.

While more or less modern entertainment films continue to be available to these bootleg exhibitors, exhibitors cannot interfere with a form of competition which is proving a menace to legitimate trading.

The Trade is looking to the K.R.S. to cut off or, at least, reduce the supply of films for these shows.

Hope is also expressed that some sort of control of non-flam exhibitions will be possible as the result of the amendments to the Cinematograph Act of 1909 now being considered by the Home Office Advisory Committee.

The Amateur Competes

At the Cardiff meeting of the South Wales branch, NORMAN WRIGHT drew the meeting's attention to a newspaper cutting which stated that the Newport Film Society had taken a building in Newport for showing of films. He personally had no objection to kine. pictures being taken and shown in the home, but the films shown at this hall included two productions by the Catford film players, while other "talkies" starred Will Hay and his boys, Cicely Courtneidge and Paul Robeson. The hall, he said, accommodated 60 people and would be open every night.

The next thing would be small halls that were opened once a night turned into amateur theatres. These amateurs could open buildings which did not have to be rewired, and he doubted whether they had to apply for licences.

He wanted the branch to support the suggestion that the secretary should write to the authorities at Newport calling their attention to the unfairness of the matter and asking whether this particular building and others that would follow should be subject to the Cinematograph Act.

Three Shows in One Town

SYDNEY ATTWOOD (Newbridge) said he thought they would find that the authorities in Newport had this matter in hand with the Board of Trade, particularly in connection with the question of "non-flam" and non-burning films being used. There were three little buildings in Risca, he alleged, showing these types of film.

On one occasion the police went into a building and found it packed with children. There were no exits or gangways and the police say that nothing can be done until they hear from the Board of Trade. These people were "getting in" before the regulations came out.

W. BERRIMAN expressed the view that there were a number of places in Glamorgan that were affected in the same way as Newport and Monmouthshire. He believed that the question should be tackled for the whole of South Wales.

Renters the Culprits

W. PR... said he was a member of a committee w... h was part of the National Film Society. ...ne of the films were shown for educatio... purposes.

R. Do... said that when these people were us... "non-flam" films they could not be i... fered with. If they were using films th... were not "non-flam" the attention of t... authorities should be called to this po... In his opinion the biggest culprits we... in Wardour Street; they were providing... e films.

It wa... ided that the matter should be taken u... h the authorities.

A. S. Moss, general manager of A.B.C., who presided at the London and Home Counties meeting on Wednesday

Asher's £250,000 Production Programme

FOUR AT DENHAM FOR COLUMBIA AND OTHERS FOR OUTSIDE INTEREST

THE £250,000 schedule planned by Irving Asher comprises at least four subjects for Columbia in addition to other super films which he is arranging to produce for another U.S. renting organisation. Jerome Jackson, formerly managing director of Warner Bros. First National Studios at Teddington, has joined Asher as associate producer. Production starts at Denham on May 30.

In an exclusive interview with the KINE., Irving Asher outlined the programme which will be carried out by his company, Irving Asher Productions, formed on April 29, with £500 capital.

He stated that the company was purely a private venture, formed to facilitate production of a certain type of feature productions. He considered that the association of Jerome Jackson with the enterprise was important owing to his wide experience and his record of success while at Teddington.

At present, four features are scheduled for Columbia, which will be produced at Denham studios. In addition, arrangements are in hand for several super productions in association with another company, in which top-line writers and stars will be used.

This particular part of the scheme is not yet fully completed, but Mr. Asher definitely states that the story value of each of the subjects being planned is of the highest and their production treatment will entitle them to front-rank consideration as a contributory factor to the revival of British production.

The first production for Columbia will take the floor on May 30, with Tim Whelan directing, and Rex Harrison in the leading rôle. The subject, which is at present untitled, deals with the adventures, during a period of aberration, of a man who loses his memory.

Jerome Jackson told the KINE. that he could add nothing to Mr. Asher's statement. If present arrangements are completed in time there are possibilities of having two productions running simultaneously. The policy was to have sufficient material in preparation to enable a continuous schedule to be arranged with all the economic advantages accruing from same.

TUESDAY'S NIGHT SHOW

The Missing People

Grand National. British. 71 (A). Directed by Jack Raymond. Featuring Will Fyffe, Kay Walsh and Lynn Harding.

EDGAR WALLACE murder mystery melodrama, a shrewd follow-up of "The Mind of Mr. Reeder." Treatment somewhat wordy, but Will Fyffe's characterisation clever and climax gloriously serial-like. Mass and industrial appeal obvious.

First-rate star, author and title booking for the crowd.

King and Queen for C.T.B.F. Gala in Autumn

TO INAUGURATE CINEMA FUND DAY

THE King and Queen will attend a kinema performance in aid of the C.T.B.F. which will take place in the autumn at the State, Kilburn.

In making this announcement R.C. Bromhead, Chairman of the Council, states that it is hoped that this notable occasion will mark the inauguration of an annual "Cinema Fund Day" to be celebrated annually by every section of the Trade.

It is expected that this Royal Film Show will rank in importance with the Command Performances held in connection with the Variety and Theatrical charities.

The official statement says:—

The Cinematograph Trade Benevolent Fund has the honour to announce that Their Majesties the King and Queen have been graciously pleased to accept an invitation to attend a special kinema performance in aid of the fund.

The event will take place either in October or November, but it is not possible to fix the actual date until shortly after Their Majesties' return to this country.

It is hoped that this important occasion will herald the inauguration of an annual Cinema Fund Day, when every section of the Trade will, in one way and another, contribute subscriptions and donations to the Fund, in order that it may be freed from financial anxiety consequent upon the constantly increasing demands that are made upon it for assistance.

This day will, no doubt, in course of time, be looked upon as the one day in the year when the members of the Trade, from the highest to the lowest, give special consideration to their fellow-members whose circumstances require help and sympathetic consideration.

It is further anticipated it will so develop as to become the "Queen Alexandra Rose Day" of the Industry, and that on this particular day the thoughts of all will turn to a remembrance of those who have worked assiduously in the Industry but who may, through no fault of their own, have fallen on evil times.

This Royal Performance will be held at the Gaumont State Theatre, Kilburn, which is reputed to be the largest kinema in the country.

BRISTOL C.E.A. ANXIETY OVER FILM DUTIES

Foresees Renters Recouping Costs by Surcharges on Exhibitors

F. G. W. CHAMBERLAIN, who presided on Tuesday over the Bristol and District branch meeting, said that coming at a time when the British film Industry was fighting for its life, and when it was vital to the British exhibitor that he should have more independent native films to make up for the shortage in American product, the duty was a crushing blow.

It had been very difficult to get finance for British films recently, and this duty was the last straw; it would reduce production to a minimum, and only enough would be produced to satisfy the renters' quota.

So far as British films were concerned, all coloured films would be finished and newsreels might cease production.

The renters proposed to pass on the duty to the exhibitors by means of surcharges. As the circuits were powerful enough to offer resistance the chances were the independents would have to pay heavily, as it would be impossible to pass the tax on to the public.

V. E. COX said the imposition of the new duties would put some kinemas out of business. The Government looked upon the kinemas as a milch cow; he considered that they would do well to institute a system of propaganda, because there was a false impression that big profits were being made by the exhibitors.

The CHAIRMAN said it amounted to a special increase in the exhibitors' income tax.

Advertising Shows

Regarding the protest of the Sussex branch at the free shows being put on by Hoovers, the CHAIRMAN said an approach was being made to the company. He thought that it should be urged that a more profitable way of advertising was by using the kinemas. Exhibitors should try to divert some of the revenue now going in free shows into their own pockets.

The SECRETARY, reporting on the A.R.P. Committee, said that representatives of the Bristol, Devon and Cornwall, and Hants and Isle of Wight branches would be meeting in Bristol.

Forty-seven members of the staffs of the Bristol branch kinemas had arranged to take a course of training as Air Raid Wardens, and it was hoped that every member in the division would as far as possible encourage employees to do something in that way.

Entertainment Tax

The CHAIRMAN said that they must continue to press for reduction in the Entertainment Tax; an amendment to the Budget would be tabled and members were recommended to approach their Members of Parliament on the subject when they received particulars of the amendment.

U.A. STUDIO RENAMED GOLDWYN

Distribution Company Unaffected

According to a cable from KINE.'s New York correspondent, Sam Goldwyn has filed a plea with California Secretary of State to have United Artists Studio name changed to Goldwyn Studio; Mary Pickford and Douglas Fairbanks own land, Goldwyn owns buildings and equipment on it. It has nothing to do with United Artists distributing company.

A

KINEMATOGRAPH WEEKLY

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THE DRAFTING COMMITTEE

IN the hands of a very small group of men lies the future of the film Industry. Nobody can do full justice to the union of zeal with statesmanship which distinguished the meeting for the Trade last week, but although those sectional representatives deserve the highest praise for their unity, all now depends upon the Drafting Committee.

They are the specialists charged with the duty of shaping the spearpoint of our case. The tax upon film so startled the leaders of our business that many thought it had crept into the Chancellor's speech almost by accident, having developed possibly from a comparatively harmless tax upon the amateurs' roll film.

When fully examined its power for evil was quickly perceived, and then came the dangerous moment. Should we take up arms sectionally—each branch of the Trade having enough material for a vigorous campaign of its own?

Happily we saw the peril, and for the first time in the history of the Industry we were welded into one composite party, each member of which saw and understood the vital need for a singleness of direction.

Many, of course, are the possible arguments that the different branches of the Trade can bring forward to convince the Chancellor that he is making a false step. The danger of firing off all the ammunition piecemeal, however, has been seen, and under the guidance of the K.R.S. President it has been averted.

Never has the hour more opportunely brought forth the man, and never, in this Industry at all events, has the need been greater. And now, we have to hope that his leadership will be worthily backed up by the adroit and tactful, but nevertheless forceful, work of the Drafting Committee.

It is upon this body that so much hangs now. No Chancellor of the Exchequer is going to be swayed from his purpose just because the people who protest against his action are fervid, or numerous, or influential.

But present him with a carefully prepared, logical, intelligent, well-collated series of reasons proving hardship, and his attention is certain. That he may be persuaded to alter his determination is by no means as sure, but the way in which our case goes forward to him is as important as the merits of the case itself.

It must not be forgotten that the total amount of revenue available to the Exchequer is, in these days of astronomical figures, completely out of proportion to the damage done in the recovery of it, and therefore even an unbiased onlooker would decide it was a bad tax.

But although we have seen little of them, Sir John Simon will by now be all too familiar with many other protests, and the amount of weight he gives them will in all probability be relative rather than absolute.

He knows what to balance our appeal against better than anybody inside the Trade, and it is appreciation of this fact that makes us turn our eyes hopefully and confidently upon the work of that select body whose duty it is to put our arguments into such form that they are acknowledged to be irrefutable.

Long Shots

MEETING THE CHANCELLOR—SUMMER CONFERENCE PAPERS—FÜHRERS AND FILMS—PARAMOUNT PILGRIMS—MOVIETONE'S TENTH BIRTHDAY—"JAMAICA INN" PREMIERE—LUNCHEON CLUB POPULARITY

THE Trade's "united front" has had to telescope the plans made last week as a consequence of Sir John Simon's intimation that he would be prepared to meet a deputation this afternoon. The committee appointed to edit the memoranda of the various sections met yesterday to co-ordinate reports and a brief session was fixed for to-day to confirm the reports.

IT was not expected that the period of waiting would be so brief. Eddie Klein at last Friday's meeting asked what procedure would be followed if the deputation was called within a week, and was answered that this was not at all likely. It has happened, nevertheless.

DAVID E. GRIFFITHS deserves a special word of praise for the manner in which he handled the divergent interests represented at last Thursday's and Friday's meetings. His method was not to dominate the meeting by putting forward a cut and dried plan, but by the submission of a memorandum which he had prepared, to invite comment and adapt himself to the wishes of the meeting—the democratic rather than the totalitarian way.

AS he sat easily in the chair and listened to one statement after another with consummate patience and understanding, I could not help being reminded of the meetings which preceded the introduction of the first Films Act, when the late Thomas Ormiston handled his meetings with just such patience and self-ignoring.

IT was left to Sam Eckman to supply the fire of the meeting—to lay strong emphasis on the need to act not as groups, as hitherto, but as a Trade. To act as groups was to court certain failure.

ALTHOUGH no official announcement has been issued of the papers to be read at the Summer Conference, you may take it that arrangements are well in hand for the adequate coverage by competent speakers of some of the more pressing subjects with which the exhibitor is concerned.

CHIEF among these matters is, of course, the question of the relations between the Trade and the licensing authorities, which, I understand, is to be dealt with by Reginald Stamp, chairman of the Entertainments Committee of the L.C.C. The subject, of course, by no means an uncontroversial one, should be productive of an interesting discussion, and I think the thanks of the delegates are due to Arthur Moss for persuading Mr. Stamp to speak.

AT the moment Sidney Bernstein is detailed to an omnibus paper dealing with various aspects of "Problems of the Trade," another excellent choice which should afford a thought-provoking text for subsequent deliberations. Television and its possible effect on the Trade is a subject which points to a full-dress session. The technical implications of the television situation are to be presented by Major C. H. Bell, whose remarks will be supplemented by a paper from an exhibitor who has yet to be nominated.

NAMES are also not forthcoming for the sponsors of the papers which it is proposed to give on the "Training of Projectionists," which will be dealt with by an employer, an employee, and a third party whose status is not decided. It is likely that the recent complaints voiced at C.E.A. meetings concerning the poor attendance at the authorised classes for projectionists may have prompted this topic, but the situation is complicated, of course, by the Government's conscription decision.

THE recent banning by the B.B.F.C. of subjects with a pronounced anti-Nazi bias is causing concern to American producers, many of whom have translated the increasing nationalistic feeling in the United States into screen terms. In view of the British policy, which refuses to permit the stage caricature of the head of a friendly State, the fate of Charlie Chaplin's forthcoming picture, "The Dictator," has aroused some anxiety. Said to be based on the popular music-hall sketch, "The Paper Hanger," the theme contains an analogy to the humble start of Hitler's career which, in its present form at least, will probably arouse official criticism.

THIS week the Warner film "Confessions of a Nazi Spy" has been in the news as a consequence of the Führer of the German-American Bund, Fritz Kuhn, having filed a suit in the American courts for damages against Warner Brothers, and an injunction. The film is based upon a book which is now being sold in England, but the statement in a national paper that the picture has been banned by the B.B.F.C. is without foundation.

"DICKIE" DICKINSON and Tony Reddin are off to America next Wednesday, on the *Aquitania*, to represent this country at the huge International Paramount Convention at Los Angeles, which opens on June 8.

C. G. DICKINSON

BECAUSE of important commitments in the British production field with which he is personally identified, David Rose is unable, as he had hoped, to make the trip. In the general sales manager and publicity chief of Paramount the organisation is well represented, both of them having connection with the company going back over twenty years. David Rose's inability to accompany them is the more regretted, as he hoped to guide them through the Hollywood studios he knows so well.

AN atmosphere of hearty good-fellowship pervaded the ballroom at the Ritz Hotel on Friday last when the dinner to celebrate the tenth anniversary of British Movietone took place. A top table of distinguished guests, under the chairmanship of the Hon. Esmond Harmsworth, were supported by British Movietone executives, while seats at the other tables were filled by 20th Century-Fox salesmen, who have among their duties the marketing of the British Movietone newsreel.

NO two speakers struck the same note during the speeches, the gamut from gay to grave and thoughtful being presented in attractive manner. Herman Wobber was complimentary, W. J. Hutchinson statesmanlike, Francis Harley and Sir Gordon Craig felicitous, Sir Kingsley Wood wittily reminiscent, Truman Talley quietly moving, Ben Miggins brisk and complimentary, Gerald Sanger urban and brief. The chairman lived up to the traditions of his famous family.

THE Movietone survey was a model of concise cutting. The ten years' events were passed in quick review, the economical commentary spoken smoothly and the whole admirably compiled. Shots were very short—the only fault—a necessary business but regrettable.

THE latest Mayflower picture, "Jamaica Inn," had a rousing send-off on Friday evening when it had its premiere and Trade show at the Regal before a crowded and enthusiastic audience; not to mention the enormous crowd outside which hoped to catch glimpses of the leading players. Those present included David Rose, Ken Nyman, Oliver Bell, Maxie Thorpe, Will Hay, Elsa Lanchester, Tyrone Guthrie, Julie Suedo and, of course, the stars of the film—Charles Laughton and Maureen O'Hara. Incidentally, the last-named has definitely arrived, praise being forthcoming on all hands for her performance. At the reception which followed Arthur Dent and Erich Pommer were inundated with genuine congratulations.

THINGS have come to a pretty pass when a score of regulars are squeezed out of their place because the Luncheon Club is so popular. When members and guests assembled to hear the Minister for Health last week, the dining-room was not big enough to hold them all, and a more obviously sincere tribute to the guest speaker, or the chairman, Alex B. King, could scarcely have been paid. In the end there were, in the latter's own words, a lot of contented faces.

IT was one of the most enjoyable of the London Cinema Lunch Club's affairs, and the pleasant Scottish wise-cracking of A. B. and the Rt. Hon. Walter Elliot was a treat to hear. We were not given any lecture, or even the well-worn suggestion that the film was the great educative medium, but we had many grains of wheat amongst the chaff.

THEN we had an object lesson in how to get business done in a businesslike way, for Ralph Bromhead took charge of the annual meeting of members, and before we knew where we were we had passed the minutes, the accounts, the officers, the committee—one or two were added—and inaugurated a new rule. This allows managing directors of renting firms to become associate members, a move that they and the club itself will find equally welcome. There is no meeting in June, because of the Blackpool Conference, but at the July gathering Wilfred Phillips, of Odeon, will preside.

VISITING London from Australia is George S. Appelgate, managing director of Western Electric down under. His parents are visiting this country from America, and Mr. and Mrs. Appelgate are meeting them here and returning to America with them in about two weeks' time.

HE reports that Western Electric equipped houses in Australia and New Zealand number 475. Of these the majority are Mirrophonic. Australia's three principal theatre chains have concluded arrangements during the past six months for 76 Mirrophonic installations.

MORE than usual interest is being taken by Paramount in the making of "French Without Tears" at Sound City, the company's first British major production under the David Rose régime. Visiting the studio last week, I found that David Rose, accompanied by C. G. Dickinson, sales manager, had only a short time previously left, while on the set I met R. Blaydon, production controller, and Mario Zampi, whose company, Two Cities Films, Ltd., is making the picture. Direction is by Anthony Asquith, who, it is interesting to recall, was associated with R. Blaydon during the latter's time as an assistant director in the States.

IF it is at all possible to forecast a picture's success from the team work and enthusiasm of the unit, then Paramount certainly have a winner. From Ellen Drew and Ray Milland, who head the cast, down to the smallest part player, and likewise on the technical side, every endeavour is being made for a picture of which all will be proud. During my visit I had a chat with the charming Ellen Drew, who tells me when "French Without Tears" is completed she will have played leading and star roles in six major productions in the space of a year—a remarkable achievement for a comparative newcomer.

YESTERDAY'S dinner of the London Branch C.E.A. was marked by a double presentation. It is usual for the past Chairman to receive a tribute for his work during the year—and Tommy France well deserves such a tribute—but, in addition, on this occasion Arthur Taylor is also the recipient of something to remind him of his long and loyal labours for London exhibitors. With a delightful touch, Tommy has chosen diamond earrings for his wife, while Arthur's cheque is in lieu of the canteen of cutlery which had not arrived in time to be presented at the dinner.

IT is to be hoped that some means will be found to recoup the loss to the Scots C.T.B.F. that is likely to arise from the uncompromising attitude of the Edinburgh section towards Sunday films. Another charity in which exhibitors have more than passing interest is the Newspaper Press Fund who will find it difficult to replace the hundred or so pounds raised annually by its Sunday film shows.

THE STROLLER.

HOT FROM U.S.

Kine New York Cable from Motion Picture Daily

***JOHN HAY WHITNEY** arriving in America says he is making no further television investment at present.*

***COLUMBIA** sets forty-two features next season, sixteen Westerns, four serials, 130 shorts.*

***PARAMOUNT** declares first common dividend of 15 c. per share since company out of reorganisation.*

***UNIVERSAL** net for six months to May 1 estimated at $400,000, first time for more than eight years the company has shown profit for a half year.*

***JAMES MULVEY** quits directorate of Walter Wanger productions; no successor named yet.*

***RKO RADIO NET** for quarter ended April 1 was $388,822, which compares with loss of $53,205 same quarter last year.*

***NBC ORGANISES** own newsreels for use of television.*

CLOSE-UPS

By

Screencomber

GUIDE FOR YES-MEN

WHEN e'er you meet a film man who's considered influential,
You always treat these big shots in a manner deferential;
Whatever your opinions, with theirs you acquiesce,
And answer these big noises with a sycophantic "Yes."
For though their point of view, upon occasions, you won't see,
To keep your job intact, it's always better to agree,
And if by chance across the pants a kick one day they plank you,
Smile sweetly and politely say, "Eh thenk yow, sir, eh thenk yow."
Though every film Napoleon likes to have his Marshal Ney,
You'll last a whole heap longer if you change from Ney to Yea!

BRINGING IN THE SUGAR

THE head of a circuit told his managers recently that it was a good thing their kinemas sold chocolates, cigarettes and ice cream, since those were the things on which they made sufficient profit to balance the inevitable losses they showed on films.

Thank you for the liquorice;
The tu'penny ice cream blocks,
The two-bob chocolate box,
The chocolate cream, that sugary dream,
Of Bath, or Brighton Rocks
How lovely that was.
And thanks for the liquorice,
The feasts of lollypops,
The bags of acid drops,
The cigarettes, that one forgets,
Helps balance up our flops,
How lucky that was.
We can't decide what a cycle or gang of westerns do,
Still to some intelligent people,
These films as such, don't mean much,
So thanks for the liquorice,
And here's to England's youth, God bless their dear sweet tooth.
That keeps us from the poor-house—our accounts will furnish proof,
They help us made our profits, cross my heart, 'cause that's the truth—
—Thank you—so much.

ALL STAR CASE

WART WINKLEHEIM, recently seen around Wardour Street, is preparing litigation on a scale hitherto never before attempted in this or any country. "I plan to stage the greatest case of the century with an all-star cast of lawyers, barristers, counsels and what have you, on a scale never before attempted. No court in the country will be able to hold them, and as they are all working for the Winkleheim Corporation none would want to. To accommodate them I plan to engage the Albert Hall or Olympia, where we will stage the most colossal, most stupendous, most gigantic law case ever seen in this country. Hundreds of barristers, thousands of barrackers, millions of barrators in the case of the century!"

EPITHET ON A SALES MANAGER

Pass, 'neath this stone, a worthy droll;
His body captive, but his soul
Bargains with Deutsch as yet, and still,
Reckons the takings at the till.

CROSS EXAMINATION OF A PUBLICITY MANAGER

"This film was—er—handled by your firm?"
"It certainly was."
"Would you—er—consider it a good film?"
"An excellent film."
"Would you—er—say it was an outstanding picture?"
"A sensational picture."
"Would you venture to—er—call it an exceptional film?"
"A colossal film."
"I suppose you wouldn't—er—go so far as to describe it as—er—a wow?"
"I'd go further and say it was an absolute lalapaloosa."
"—An—er—er—rip—er—um—er snorter?"
"A honey."
"A—er—hum dinger?"
"A box-office wallop; a bonanza; a lulu; a socko; a——"

Here he collapses from sheer enthusiasm, and as he lies wriggling on the floor and frothing at the mouth the judge adjourns the case so they can all go to the pictures.

AGITATION

AT HENDON a man accused of defacing a railway ticket stated that he had become so agitated after seeing "Son of Frankenstein" that he had picked the name Colindale off the ticket, travelled on to Edgware, and in his agitation forgotten to pay the extra twopence on the fare.

After seeing "Son of Frankenstein," "Screencomber" went even further and became so agitated that he actually swallowed the Tube train.

Ta-ra-jube-jube!
Men in a Tube,
Having a terrible time.
Tickets they've eaten,
Are chewing the seatin'.
They've just been to see "Frankenstein."

Ellen Drew, Bernard Knowles (chief cameraman), Janine Darcey, Anthony Asquith (director), David Tree and Mario Zampi (producer) discuss a sequence in FRENCH WITHOUT TEARS (Paramount) at Sound City

IMPORT DUTIES SET OUT UNDER FINANCE ACT

No Indication of Concessions in Published Report

DETAILS of rebates and allowances on import duties on kinematograph films embodied in the Budget proposals are set out in Clauses 3 and 4 of the Finance Act just published, and in the Third Schedule thereof.

These follow mainly the lines of the Chancellor's speech when introducing the Budget.

No concessions are embodied in the Act as printed, any amendments having to be introduced into the measure during the Committee stage.

Films made abroad by a British company may, upon entry into Great Britain, be chargeable in certain circumstances as unexposed film.

The Commissioners are given discretionary powers in particular cases to modify the paragraph which prevents drawback of duty at 6d. per linear foot being allowed.

Manufacturers of photographic plates and films must take out licences annually at a cost of £1. Failure to do so carries liability to an Excise penalty of £50 and confiscation of material.

The paragraph designed to give relief to British producers compelled to produce abroad for any reason is that in the Third Schedule which provides that in certain circumstances exposed film shall be chargeable as if it were unexposed.

If in the case of any exposed kinematograph film it is shown to the satisfaction of the Commissioners either

(a) That the production of the film was organised by persons whose chief or only place of business was in the United Kingdom and the producer of the film and all the principal actors and artistes employed for the production thereof, except five, or, if the total number of principal actors and artistes is less than 20, not less than three-quarters of the number of actors and artistes were British subjects and domiciled in the United Kingdom, or

(b) that the Board of Trade have certified that the requirements of sub-section (3) of section 27 of the Cinematograph Films Act, 1927 (which prescribes what films shall be deemed to be British films for the purposes of that Act), or of sub-section (1) of section 25 of the Cinematograph Films Act, 1938 (which prescribes what films shall be deemed to be British films for the purpose of registration thereof under Part III of that Act), have been complied with in relation to the film or in relation to any film of which the film forms part,

the duty of Customs chargeable on the film shall be the duty, if any, with which it would have been chargeable if it were still unexposed.

The cameraman is an "artist" for the purposes of the Act.

Prohibition of the manufacture of photographic film except by persons holding a licence may be made by regulations. Each manufacturer must obtain a licence at the cost of £1 and contravention of such regulations carries liability to an Excise penalty of £50 and the forfeiture of the article in respect of which an offence has been committed.

Rebate for wastage of film in making a production is allowed at the Excise rate of 1½d. per square foot of the wasted film.

The effect of this would be to bring down the duty on the final length of film to the actual Excise rate in regard to British film and to 4½d. per foot on the wastage film of foreign manufacture, the amount included in the finished film being subject to the 9d. per foot rate.

THREE MORE FOR P. M. HANMER

St. Helens Acquisition

P. M. Hanmer, of Liverpool, has just acquired from George Prince, of St. Helens, the active control of three St. Helens kinemas, the Scala, Palladium and Oxford. Mr. Prince, who is one of the pioneer exhibitors of Merseyside, retains his seat on the boards of the three companies.

P. M. HANMER

Mr. Hanmer is now interested in eighteen kinemas, ten of which he took over from Stanley Grimshaw in the early part of the year.

The three St. Helens theatres mentioned seat 800, 550 and 600 seats, respectively.

NORMA SHEARER'S NEXT

Norma Shearer's next picture for Metro-Goldwyn-Mayer will be the screen version of Jane Austen's novel, "Pride and Prejudice."

The story has already been the basis for a successful play and ranks as a classic in English literature. No details concerning supporting cast and director are yet available.

A.B.C.'s SECOND IN TWO WEEKS

MAYOR LAUNCHES RITZ, WALLSEND

A LARGE civic party, including the Mayor and Mayoress of Wallsend-on-Tyne, and many prominent local personages, attended the opening on Monday night of the latest A.B.C. theatre, the Ritz.

The theatre, designed by Percy L. Browne, Son and Harding, of Newcastle, seats 1,622 persons. Its frontage is of imposing design, in which is embraced balanced columns on each side of the entrance steps.

Arthur S. Moss, general manager of A.B.C., presided, and in asking the Mayor to perform the opening ceremony, mentioned that the Ritz was the first new theatre to be erected in Wallsend for 20 years. He congratulated the architects and the contractors upon the theatre, upon the fashioning of which so large a proportion of local labour had been engaged. The results of these efforts, he thought, was a kinema of which they who had been associated with its inception and the town for whose enjoyment it had been built, might well be proud.

The Mayor declared that the Ritz was the type of house that was wanted in Wallsend. The architects responsible for the theatre had provided them with a building of which any town might well be proud. He thanked Associated British for that beautiful kinema, and hoped his fellow townsfolk would show their appreciation by making an overwhelming response to the enterprise shown by the company.

CANNING TOWN REOPENING

The Modernised Imperial

The Imperial, Canning Town, formerly Smart's Picture House, was reopened on Monday night after considerable interior reconstruction and exterior modernisation. It is now the property of Mrs. Rothstein.

The Mayor of West Ham declared the building open, and on the stage with his Worship was Bombardier Billy Wells and George Coles, F.R.I.B.A., who redesigned the Imperial.

A description of the changes effected will be given in the June IDEAL KINEMA.

New Central Technical Committee

TO SERVE INTERESTS OF THE WHOLE TRADE

TO its many services to the technical side of the kinematograph Industry, the British Kinematograph Society has now added the formation of a Central Technical Committee representative of all the important technical branches of the Industry.

Camera, colour, laboratory, mechanical, photographic material, projection, sound, studio, sub-standard and television are represented on the committee by well-known specialists.

The composition of the committee is as follows:—

Chairman (president), A. G. D. West; deputy chairman (vice-president), F. Watts; B.S.I. Contact (hon. secretary), E. Oram.
Camera, Otto Kanturek, M. Rednap.
Colour, D. A. Spencer, Major A. Klein.
Laboratory mechanical, R. E. Strange, A. S. Newman, C. Vinten.
Photographic material, J. W. W. Smith, I. D. Wratten.
Projection, L. Knopp, C. H. Stringer.
Sound, H. L. Bacon, P. G. A. Voigt.
Studio, S. G. Double, G. Gunn.
Sub-standard, C. Cabirol, C. Winterman.
Television, T. M. C. Lance, J. Sieger.
Secretary, R. Howard Cricks.

The organisation thus created is at the service of the film Industry, and especially of the patron members of the society, for the investigation of any technical matters arising within the Industry. Any organisation encountering a technical problem is invited to submit it for the consideration of the Central Committee, which, if it agrees that the problem is one needing investigation, has the machinery for the inauguration of a technical committee which would include leading experts on the subject in question.

A nucleus committee met on Monday, April 17, when it agreed rules for the functioning of the committees. While the society includes within its membership specialists in every technical aspect of the Industry, it is proposed to invite the co-operation on technical committees of interested manufacturers or technical bodies.

Such committees may be standing committees for the continued study of a subject, or *ad hoc* committees whose work will be completed by the submission of a report, which would generally be published in the society's *Journal*.

The existing technical committees of the society now come under the control of the new machinery.

Various subjects upon which committees might be appointed were considered. At the request of the Cinematograph Exhibitors' Association, a committee was appointed to consider the present position of kinema television; representatives of the leading manufacturers and of the Television Society were invited to serve. Other committees will be appointed at a subsequent meeting within the next few weeks.

All inquiries should be addressed in the first place to the Organising Secretary, Dean House, 2, Dean Street, W.1.

VARYING THE QUOTA

No News Yet

In the House of Commons on Tuesday HARRY DAY asked the President of the Board of Trade whether the Films Council appointed by the Cinematograph Films Act, 1938, had arrived at any decision with reference to varying the Renters' Quota as stipulated in the Act, and whether the question of the Renters' Quota would be reconsidered at the same time as the Exhibitors' Quota.

OLIVER STANLEY: The Renters' Quota cannot be varied until April 1 next year. Any proposals for doing so can only be done at the end of this year. No doubt between now and then the Council will reconsider the position.

WARWICKSHIRE'S £693 FROM S.O.

Total Yield from Eleven Halls

Warwickshire C.C. Licensing Committee reports that there are eleven kinemas with Sunday opening powers, and the total yield last year was £693 18s., as follows:—

Cinema, Olton, £127; Picture House, Solihull, £77; Picture House, Knowle, £35; Odeon, Shirley, £119; Cameo, Coleshill, £47; Balsall Palace, £24; Picture House, Stratford-on-Avon, £109; County Theatre, Warwick, £76; Regal, Atherstone, £38; Picturedrome, Atherstone, £20; and the Royal, Dordon, £18.

There are forty kinemas, one school and two other premises in the County area area licensed under the Cinema Act.

London and District Cinemas' Setback

Trading profit to January 31 last of London and District Cinemas amounted to £5,382, as compared with £25,256 for the previous period which dated from December 7, 1936, to January 31, 1938. After directors' fees, improvements, expenditure, amortisation of leaseholds, debentures and loan interest, there is a loss of £11,549 in comparison with a profit of £6,248.

There is also to be added tax provision of £1,305, debenture sinking fund £2,400, bringing the net loss up to £15,254. From the previous year, £2,248 is brought in, leaving a debit balance to go forward of £13,006.

London Trade Show Diary

OFFERINGS TO BE SCREENED BETWEEN THURS., MAY 18 AND WED., MAY 24

Thursday

Two Days to Live (*Anglo-American*)

Cambridge Theatre. 3 p.m.

Cast: Richard Goolden, Ernest Sefton. **Director:** Walter Tennyson.

In "Two Days to Live" Richard Goolden (the famous Mr. Penny) appears as a very wealthy bachelor, who misunderstands his doctor, and, thinking he has only two days to live, decides to go reckless, see life and have adventures, which he has never before experienced.

A Cockney burglar, a lady in distress, a share-pusher, and a devoted butler, are all soon in a merry fast-moving comedy which will prove a box-office tonic.

Trouble for Two (*Anglo-American*)

Cambridge Theatre 3 p.m.

Cast: Anthony Hulme, Mavis Claire, C. Denier Warren. **Director:** Walter Tennyson.

"Trouble for Two" is a snappy crook drama, original in theme and treatment, centred around a valuable pearl necklace, the designs of a shady jeweller's manager and his associates, who are outwitted by a smart Scotland Yard officer.

East Side of Heaven (*General Films*)

Cambridge Theatre. 8.30 p.m.

Cast: Bing Crosby, Joan Blondell, Mischa Auer, Irene Hervey, C. Aubrey Smith, Jerome Cowan, Sandy Henville, J. Farrell MacDonald, Mary Carr, Robert Kent, Douglas Wood, Arthur Hoyt, Russell Hicks, Jackie Gerlich, Dorothy Christy, Edward Earle, Jane Jones, Jack Powell. **Director:** David Butler.

"East Side of Heaven" presents a human and delightful story in which has been introduced four musical numbers by Johnny Burke and James Monaco, which give every evidence of being as popular as some of the same team's previous hits, which include "I've Got a Pocketful of Dreams," "Crazy People," "Beat of My Heart," and "One, Two, Button Your Shoe."

Bing Crosby is a singing taxi driver, with Joan Blondell, an hotel telephone operator, his sweetheart, and Mischa Auer is Bing Crosby's unemployed room-mate, who has learned from reading the stars that he should not even look for work until 1942.

Force of circumstance demands that these three lovable screen personalities should have a ten-months-old baby parked on them—a baby, moreover, who is wanted by the police, having been snatched from the clutches of an irascible millionaire grandparent by a heart-broken young wife whose desire for a separation from her handsome young husband was brought about by the interference of her father-in-law.

Sandy Henville plays the rôle of the all-important youngster, establishing herself as champion picture-stealer No. 1. The baby's adventures in the hands of his three bewildered guardians makes for hilarious and human entertainment.

Bing Crosby singing the baby to sleep to the strains of "That Sly Old Gentleman" and stepping out with Joan Blondell to the haunting melody of "Hang Your Heart on a Hickory Limb," provide delightful musical highlights, while the theme song, "East Side of Heaven," and "Sing a Song of Sunbeams" will remain in the memories of audiences long after they have seen the film.

Friday

Back Door to Heaven (*Paramount*)

Carlton Theatre. 10.30 a.m.

Cast: Wallace Ford, Aline MacMahon, Stuart Erwin, Patricia Ellis, Bert Frohman. **Director:** William K. Howard.

The story is so close to life that it will be found far more credible than the usual film story. Its central character is a boy who asks nothing but a chance of life—and never gets it. Struggling to achieve respectability, he is hampered at every turn by circumstances and his early environment. Two women—the little girl who grows up to love him, and his school teacher—do their best to help him, without success.

The Mystery of the White Room (*General Films*)

Cambridge Theatre. 3 p.m.

Cast: Bruce Cabot, Helen Mack, Constance Worth, Joan Woodbury, Mabel Todd, Tom Dugan, Roland Drew, Addison Richards, Tommy Jackson, Frank Reicher, Frank Puglia. **Director:** Otis Garrett.

"The Mystery of the White Room" retains all the suspense and dramatic action of the best-seller detective novel, "Murder in the Surgery," on which it was based.

With an imposing cast headed by Bruce Cabot and Helen Mack in the romantic leads, the film re-creates on the screen all the strange and exciting atmosphere which prevails in any big hospital where a hundred lives intertwine.

The thrilling tale is set in motion with the murder of a doctor in the darkened surgery. The only witness who can identify the murderer is blinded and rendered incapable of speech when burning acid is thrown in his face by the assassin. The work of Bruce Cabot, a young doctor, and Helen Mack, his sweetheart nurse, results in the unravelling of the mystery by a combination of ingenious investigation and scientific reasoning.

Monday

Frontier Scout (*Grand National*)

Grand National Theatre. 3 p.m.

Cast: George Houston, Al St. John. **Director:** Sam Newfield.

"Frontier Scout," a Fine Arts production, presents a new Western star, George Houston, who, according to the American Trade paper reports, has all the requirements that are necessary to make him a popular figure with the many lovers of outdoor drama.

Houston is seen as the well-known figure in the American history of the opening-up of the West, Wild Bill Hickok. "Frontier Scout" presents Hickok as a spy in the American Civil War, and deals with his later exploits as the first U.S. Marshal to follow the opening of the railroad through Kansas. Both lead to fast, spirited action, and this is especially true of the scenes showing Hickok's battle with the outlaw gang that have had things pretty much their own way in the West.

Union Pacific (*Paramount*)

Cambridge Theatre. 7 p.m.

Cast: Barbara Stanwyck, Joel McCrea, Akim Tamiroff, Robert Preston, Lynne Overman, Brian Donlevy, Anthony Quinn, Evelyn Keyes, Stanley Ridges, Syd Saylor, J. M. Kerrigan, Harry Woods, Francis MacDonald. **Director:** Cecil B. de Mille.

In this, the 65th production in Cecil B. de Mille's career of 25 years, is presented an epic treatment of the building of the first transcontinental railway, in which Barbara Stanwyck and Joel McCrea are co-starred. Her romantic interest in "Union Pacific" is one Joe McCrea, a reckless trouble-shooter, whom the government has assigned to help keep order along the right-of-way. The two meet at "end of track," the gaudy, brawling settlement that moves ever westward with the railroad, and their romance moves as swiftly forward as the phenomenal railroad itself.

Although Indian attacks, corrupt officials and hostile nature can all be dealt with, Barbara and Joel meet a real difficulty in Robert Preston, a smooth young Western adventurer, who has teemed up with a crowd of sharpers to sabotage the railroad. When the irresponsible Preston goes so far as to help rob a pay train, upon which the "U.P." vitality depends, the good-hearted Barbara marries him to save him from the law. But before the railroad is finished Preston's own crimes remove him from the scene, leaving the track to romance clear for Joel McCrea.

Sandy Henville, ten-months old baby, who is the pivot of the story EAST SIDE OF HEAVEN (General Films) co-starring Bing Crosby and Joan Blondell

A dozen other popular Hollywood players will be seen in equally unusual rôles in De Mille's production.

Tuesday

Shorts (*Columbia*)

Own Theatre. 11 a.m.

Variety of theme and treatment are the keynote of these seven featurettes.

Two "shorts" star the ever-popular Three Stooges in "Yes, We Have No Bonanza" and "Saved by a Belle." "A Night at a Music Hall" is a one-reel musical starring Neil Kelly, America's famous red-headed comedienne. Andy Clyde and Monte Collins will be seen in an hilarious comedy, "Boom Goes the Groom." Of the well-known "Colour Rhapsodies" series, "Gorilla Hunt" will be shown.

The sixth "short" is "A Star is Shorn," a new all-star comedy of the "Hollywood-Movie-Go-Round" series, a group of short features depicting "behind the scenes" of the kinema capital. Danny Webb, Broadway's celebrated musical comedy and vaudeville player, is featured as leading comedian.

The "Krazy Kat" series supplies the seventh item in this current group of screenings, "Krazy's Bear Tale."

Naughty But Nice (*First National*)

Cambridge Theatre. 8.30 p.m.

Cast: Ann Sheridan, Dick Powell, Gale Page, Ronald Reagan, Allen Jenkins, Jerry Colonna, Zasu Pitts, Maxie Rosenbloom, Helen Broderick and William Davidson. **Director:** Ray Enright.

Adapted from an original story by Richard Macaulay and Jerry Wald, the plot of "Naughty But Nice" has been tastefully embellished with several tantalising tunes by Harry Warren and Johnny Mercer.

The story tells of the adventures of a youthful but staid professor of music who leaves his home to go to New York in order to sell his new symphonic composition. Arriving in the city, he visits his aunt, who has long been disowned by the family because she married a saxophone player. Dick Powell, as the young professor, soon finds himself involved with a beautiful young night-club singer, who, unbeknown to the young professor, takes his composition which he has been unable to sell, and converts it into a swing number for her new programme. In the hilarious sequences which follow the professor rapidly finds himself famous as the greatest writer of modern popular music. Complications are rife when the professor's colleagues learn of his "disgrace," but events are straightened up in an amusing trial sequence, when the professor and Linda, a young lyric writer, discover it is love.

Elephants Never Forget (*United Artists*)

London Pavilion. 8.45 p.m.

Cast: Oliver Hardy, Harry Langdon, Billie Burke, Alice Brady, James Ellison, June Lang, Jean Parker. **Director:** Gordon Douglas.

In this production Hal Roach introduces the new comedy starring team of Oliver Hardy and Harry Langdon, the latter, a popular star of silent days, replacing Stan Laurel as Hardy's partner.

"Elephants Never Forget" has been developed along "straight" comedy lines, it is stated, with Hardy playing a character rôle as Dr. Tibbitt, a genial small-town practitioner whose quiet life is turned upside down when he treats Zenobia, elephant star of a travelling circus, run by Professor McCrackle (Harry Langdon). All the trouble arises because the elephant in her gratitude refuses to leave him. And even a 300-lb. Hardy is no match for a 6,000-lb. elephant! Whatever he does, wherever he goes, Zenobia is sure to follow, and it takes a court case and a surprise climax before Dr. Hardy is finally relieved of his embarrassing burden.

The Duchess of Gloucester has promised to attend the première, which is being held at the London Pavilion on Monday, May 22, in aid of the Invalid Kitchens of London.

NEW PRODUCT ANALYSED

DRAMA
The Mystery of the White Room
Trouble for Two
Union Pacific
Back Door to Heaven

COMEDY DRAMA
East Side of Heaven
Naughty But Nice

COMEDY
Elephants Never Forget
Two Days to Live

WESTERN
Frontier Scout

THREE-THEATRE WORLD PREMIERE SETS PACE FOR "DODGE CITY"

Special Train Carries Stars to Gala Event

THEIR great Technicolor production, "Dodge City," which brings Errol Flynn to the screen in a rôle even more forceful than his recent "Robin Hood," with Olivia de Havilland once again appearing opposite him, is shortly to be Trade shown by First National.

In America "Dodge City" has just been accorded the greatest send-off of any production for years by its première presentation simultaneously in three theatres at the town from which the film derives its title. Errol Flynn and a host of other world-famous stars and executives from the Burbank studios attended, a special express being run by the Sante Fe Railway—the inauguration of which railroad is prominently featured in the film.

Record Demand for Seats

So great was the influx of visitors to Dodge City and so great the demand for accommodation at the première of the film that it was found necessary to arrange the three concurrent presentations in the town. The many stars who had arranged to make personal appearances at the opening of the show had to split up, groups of players appearing at each of the theatres.

The population of Dodge City, normally in the region of ten thousand, was inaugurated by nearly fifty thousand visitors, and in addition to the "Dodge City Special," arranged by the studios, many other special trains were run from various parts of America, bringing celebrities and newspaper reporters to the town.

The Governors of three States were present at the première—the governor of Kansas and also the two neighbouring States of New Mexico and Colorado. The Mayor of Dodge City was present to welcome the visiting celebrities, and with him were the town's Chamber of Commerce, all the town officials and the president of the Sante Fe Railway.

Prominent among the many other film players who made personal appearances at the premières were Ann Sheridan, Frank McHugh, Alan Hale and Bruce Cabot, each of whom plays an important rôle in the film, and the three Lane Sisters (Priscilla, Rosemary and Lola), Hoot Gibson, John Payne, John Garfield, Buck Jones, Jeffrey Lynn, Wayne Morris, Jane Wyman, Jean Parker, Humphrey Bogart and Maxie Rosenbloom.

Following the simultaneous première of the picture at the three theatres, the film was shown continuously all Saturday night and right through until midnight of Sunday, during which time it has been estimated that over thirty thousand people paid for admission.

When the special from Hollywood arrived on the outskirts of the city on the Saturday morning it was escorted into the town by a flight of twenty-five aeroplanes and a fleet of motor vehicles—the 'planes seldom being more than fifteen feet above the ground. The train had stopped at all the towns on its long journey from California, and the large crowd of First National players had been able to make appearances on the platforms before enthusiastic crowds.

Flynn and de Havilland Co-starred

"Dodge City," which will shortly be presented in this country by First National, brings the famous stars Errol Flynn and Olivia de Havilland to the screen in even bigger thrills than "The Adventures of Robin Hood," whilst the powerful supporting cast is headed by such well-known and popular players as Ann Sheridan, Alan Hale, Bruce Cabot, Frank McHugh, John Litel, Henry O'Neill, Victor Jory, Henry Travers and Cora Witherspoon.

Michael Curtiz, who has been responsible for so many of First National's outstanding productions, again directed Errol Flynn and Olivia de Havilland in "Dodge City."

Dick Powell, Ann Sheridan and Gale Page in a scene from NAUGHTY BUT NICE, which First National is Trade showing on Tuesday, May 23, at the Cambridge Theatre, at 8.30 p.m.

ALL SECTIONS OF TRADE UNITE IN ANTI-FILM TAX CAMPAIGN

Urgent Request for Deputation to Sir John Simon

DETAILED MEMORANDUM TO BE SUBMITTED

SIR ADRIAN BAILLIE, M.P., said

it would be necessary to educate his fellow M.P's. on what the proposals meant to the Industry

SAM ECKMAN Appealed

to everyone to sink any differences and line up as a united front against all the taxes

An appeal to the Chancellor of the Exchequer to receive a deputation of representatives of the film industry has been made on behalf of a fully representative gathering of all sections concerned held on Thursday at the K.R.S. offices.

A resolution pressing for a complete abolition of all the Budget increases in import duty and Excise tax as affecting kinematograph films was carried with acclamation and a committee representing the 17 sections of the Industry was called to consider future action.

At this later meeting held on Friday, it was decided that a brief statement, fully documented, should be sent in by Tuesday, May 16, by each section for co-ordination in a representative statement by an editing sub-committee, the statement to be submitted to a fully representative meeting of representatives to-morrow, Friday. This would then be submitted to the Chancellor by the deputation.

D. E. Griffiths' Statement

At the earlier meeting the situation was outlined in a statement by D. E. Griffiths, chairman of the meeting, who outlined the situation created by the Budget proposals.

The action, Mr. Griffiths said, was without parallel in the history of tax legislation. Moreover, it completely nullified all efforts that the Government had so far made on the film industry's behalf.

"While no section of the film industry can carry the new tax, no section of the industry will escape it. It hits every user of British film and places a crushing burden on every section of the industry."

The Effect on the Industry

British feature film producers are now struggling, against serious financial difficulties, to produce worthwhile British films on a voluntary basis. The future security of the Industry depends largely on the restoration of voluntary production on a broad scale. With the additional obstacle of the Excise tax there is little hope for a revival of voluntary British production.

The Excise tax will inevitably reduce the supply of imported feature films and particularly of second features, which are the life-blood of many kinemas. The added burden of the Excise tax will make it economically impossible to import and distribute such films as heretofore.

Decreased import of feature films means fewer films produced for quota purposes, which, in turn, means unemployment among studio artists, technicians and among laboratory employees.

British short subject producers have made it clear that short subject production is already in an extremely difficult position and cannot continue if additional burdens are added.

The importation of foreign short subjects and the production of British short subjects for quota purposes must also cease with the application of the Excise tax.

Any further reduction in the supply of films, whether British or foreign features or shorts, will have a disastrous effect on exhibitors, particularly in competitive areas, as the C.E.A. has pointed out on numerous occasions.

Newsreel Costs

The distribution costs of newsreels are already excessive, because of the large number of copies required and short life of the material. The proposed taxes, if imposed, would force the newsreels out of business, notwithstanding the fact that they have become an essential feature of our national life.

The newsreel theatres would also be put out of business, with a resulting loss of invested capital and increased unemployment within the Industry.

All Sections Will Suffer

Under the proposed taxes, colour films could no longer be processed in Great Britain. This British business, which has grown to important proportions in recent years, would pass into foreign hands.

Mr. Griffiths also spoke of the disastrous effect on production of educational and documentary films; film importers and exporters; producers of trailers, advertising and sub-standard films.

All sections of the Industry will suffer from the tax, but those who will suffer the most are the thousands of employees and wage earners of the Industry and their dependants.

Every section of the Industry has already submitted its protest to the Chancellor of the Exchequer and has presented its case very ably before the Customs Department. The Trade Press has ably supported them in their efforts.

The opposition of the Industry is strong enough, however, to combat unwarranted and uneconomic taxes by itself. They can be defeated only by the combined efforts of all sections of the Industry, working together as a single unit.

What is now needed is collective action by the Industry as a whole.

Collective action is not hostile action. It aims merely to show that the proposed film taxes are not in the interest of the Government, the Industry or the public, and should be rescinded in their entirety before they cause irreparable damage.

Total Abolition

Although there was at first a disposition on the part of speakers to separate the Excise and import duties as a matter for protest it was soon seen that the two interests were bound up together, and representatives who had come pledged to the one type of tax soon enlarged their scope as the urgency of the case for total abolition was developed.

Such representatives felt that in responding to the invitation to meet the Customs and Excise authorities they had stressed their own sectional objections to one tax and did not want to appear to have changed their ground.

In Three Weeks' Time

The chairman asked Sir Adrian Baillie, M.P., who was present, what was the probable Parliamentary course of legislation. Sir Adrian replied that it would be about three weeks before the Finance Bill was drafted and came up for second reading debate.

Coun. H. T. Mears said that the impossibility of passing the tax on meant that the Trade must pay it. Exhibitors had been hoping for a reduction of film hire and not an increase.

Capt. Norton, commenting upon a statement by Alex King that the new duties would affect the number of films imported and thus the British production, agreed that the problem transcended sectional interests. Producers were interested in screen time.

Mr. Jarratt suggested a course of action which might be taken if the appeal to the Chancellor failed.

Sam Eckman now made a strong appeal to everyone to sink any differences and line up as a united front against all the taxes. They should act as a Trade and not as sections. They were condemned to failure if they acted sectionally.

Sir Adrian Baillie said that it would be necessary to educate his fellow-Members of Parliament on what the proposals meant to the Industry.

Other speakers included Major Gale, Sidney Bernstein, Sir Gordon Craig, Arthur Jarratt, Neville Kearney, G. H. Elvin, K. Harrison, W. J. Gell and Mr. Carlton.

The effect upon sub-standard film producers was pointed out by F. Hoare, who said that 16-mm. films would suffer a 437½ per cent. increase and 8 mm. to the extent of 850 per cent.

THE CHANCELLOR REPLIES

Meeting the Trade on Thursday

The reply of the Chancellor of the Exchequer to the letter from the film Trade asking him to receive a deputation was received on Monday.

The Chancellor has fixed to-day, Thursday, at 4 p.m., as the time, and this has necessitated a rearrangement of the plans made at the meeting on Friday last.

Each section sent in its statement on Tuesday as arranged. It was necessary, however, to put forward the Drafting Committee's meeting to 4.30 on Wednesday, and a meeting of representatives who are to form the deputation met to approve the draft at 2.30 this afternoon, proceeding afterwards to Westminster.

Non-Flam Decision Shortly

SIR SAMUEL HOARE'S REPLY IN THE HOUSE

In the House of Commons on Thursday Geoffrey Mander asked the Home Secretary when the report of his advisory committee on the question of non-inflammable sub-standard films was received; what decision had been arrived at; and whether it was intended to publish the report.

Sir Samuel Hoare said that as soon as the Secretary of State for Scotland and he had been able to examine it there would be no delay in considering the question of publication. He thought it would be best to wait and see what the recommendations were before considering the introduction of legislation.

Later, he informed J. A. Lyons that the Films Advisory Committee had held six meetings.

General Council Gives Pat on the Back to Guild

GOOD SERVICE ACKNOWLEDGED

The most important features of last week's General Council Meeting were embodied in the reports of the General Purposes and L.F. and P. Committees. These dealt with the most pressing anxieties of the Association and were printed in the "Kine." last Thursday. The recognition and appreciation of the Projectionists' Guild was one of the most interesting points in the remainder of the meeting.

E. J. Hinge, the President, was in the Chair.

The General Secretary reported the complete co-operation of the Trade Press in regard to non-publication of any emergency measures which the Association might think it undesirable to publish.

It was agreed that this courtesy on the part of the papers should be suitably acknowledged.

Recruiting Help

In reference to the recruiting appeal for the Territorial Army, attention was drawn by Coun. J. Welsh, J.P., that in many areas similar appeals and efforts had already been made by local organisations. In addition, he considered it unfortunate that the proposed date of showing should coincide with the concluding stages in the debate on the Conscription Bill.

Similar points were raised by other members, and the President emphasised that the final paragraphs had been framed with a view to preventing the overlapping which at present existed through the large number of appeals for screen propaganda. He explained that the appeal would occupy 1¼ minutes and would be supplementary to the usual copy of the newsreel.

Outside Competition

Arising out of the report of the General Purposes Committee, Alfred Davis emphasised the very serious effect which the showing of films on a Sunday in legitimate theatres would have on kinemas in those areas where Sunday opening was in operation.

He thought the C.E.A. might consider opposing the Sunday licensing of music-halls and theatres and other halls which did not operate as kinemas throughout the rest of the week.

The President explained that every step would be taken to combat this practice.

The Guild

Major C. H. Bell spoke to the following notice of motion:—

That this Association will give some acknowledgment to the Guild of British Kinematograph Projectionists and Technicians for the good service they have rendered it.

Although many people no doubt knew how the Guild came into being, there were also large numbers who did not, said Major Bell. He therefore proposed to give an outline of its history. In 1926 he went to America to study sound, and he came back convinced that unless something was done quickly British exhibitors would lose many thousands of pounds through opportunism, as had happened in the States.

He had taken steps to ensure that the market would be met and protected from what he might call bootleg equipment—namely, equipment unworthy of the high standard of entertainment presented in this country. Delegates would recall the formation of an operation unit known as the Renters' Sound Inspection Department which refused to allow pictures belonging to members of that body to be shown on equipment other than that which had been approved by the Department.

Training

Realising the necessity of training operators in the new technique, an arrangement was made with the K.R.S. and its members by which the Department set up a Training Bureau in London and brought operators from all over the country to go through the course. He himself gave something like 300 lectures.

The idea then arose among operators of forming an organisation to carry on this good work, and thus the Guild of British Kinema Projectionists and Technicians was born. Headed by its president, Stanley Perry, it had become a great factor in the very high quality of sound picture reproduction enjoyed to-day.

In his opinion, the Guild had been responsible for putting thousands of pounds of money into exhibitors' pockets, as without the finest reproduction and the best sound no one could hope to compete in the market to-day.

Sound equipment to-day was a very scientific piece of equipment requiring first-class knowledge on the part of the operator, and the Guild.

The C.E.A.'s Duty

Major Bell continued: "The reason for my standing here to-day is because I honestly believe that this Association has been lax in not previously recognising the good work which these men have done through the Guild up and down the country. The Guild is not a trade union and does not claim any ideas of being a trade union—it is a body of men interested in their job and keen in making themselves proficient so that they may render the best service to their employers.

"I think it is up to us to say to these men how much we appreciate the efforts which they personally have put behind this idea of making themselves proficient.

Anticipating' Vision

"One of the reasons which prompted me to bring this matter before my branch was that I see within the next three or four years the introduction of even more scientific equipment into the projection booth, and although it may be early I believe that through the Guild there will be an arrangement of training so that when television does come we shall be able to meet it in the same way as we did sound.

"We have been very happy in our relations with labour and in the conclusion of agreements through the N.A.T.K.E., and I want to make it perfectly clear that in asking this Association to give their unanimous support and thanks to the Guild for what they have done, I am not making any suggestion that the Guild should in any way cut across or interfere with what we have done with the N.A.T.K.E.

"It is not the same; it is a technical body of men desirous of doing their best for us, striving to maintain an organisation which has served us so well and which, in my opinion, will be of untold value to every exhibitor throughout this country in the coming years."

That the General Council of the C.E.A. do acknowledge with sincere thanks the work which has been done during the past ten years by the Guild of British Kinema Projectionists and Technicians, and that we support the Guild wholeheartedly in its efforts to maintain, as they have done in the past, the very high standard of picture and sound presentation throughout this country.

R. S. Bromhead, in seconding the vote of thanks to the Guild, said they had been glad of their help in the past, and with television getting nearer they would be glad of their help in that direction also. The Guild was not a trade union, and all it tried to do was to make the operator proud of his job and give him facilities for picking up all the technical knowledge he could. He had much pleasure in seconding Major Bell's proposition.

The vote of thanks to the Guild was unanimously agreed.

Next Meeting

The date of the next meeting was confirmed for Tuesday, June 27, at Blackpool, during the week of the Summer Conference.

EXHIBITORS ENDOW A BED

Stockport and District C.E.A. has suggested to the Stockport Infirmary Board that they use the proceeds of the annual kinema Sunday efforts to endow a bed in the infirmary at a cost of £1,000.

At the meeting of the Infirmary Board Henry Bell, who presided, said the idea was that the £350 already raised should be retained in trust until the £1,000 was reached.

This was agreed.

HANTS REGULATIONS TO SAFEGUARD EYESTRAIN

L.C.C. Standards Adopted

BUT ONLY TO APPLY TO NEW BUILDINGS

R. M'LAUGHLIN

HANTS and Isle of Wight Branch on Friday last decided to send a cordial invitation to the C.E.A. to hold their annual conference next year in Bournemouth.

The point was stressed that the Mayor, at the recent complimentary luncheon to Coun. H. P. E. Mears, Vice-President of the Association, had welcomed the idea.

The meeting, which was well attended, was presided over by Ald. G. W. A. WRIGHT (chairman), but the vice-chairman (Coun. H. P. E. Mears) was unable to attend as he was in London in connection with efforts to secure an adjustment of the proposed new tax.

Eyestrain

The CHAIRMAN drew attention to the recent negotiations with the Hants C.C. in regard to the proposed new regulations in regard to eyestrain in kinemas in the county area.

The Council, he said, suggested regulations for an angle of 25 deg. from the front seats to the top of the screen and a similar angle from the side seats to the side of the screen. These proposals would, if enforced in regard to kinemas already erected, result in a big loss to many exhibitors in the county area.

Ald. Buck and himself had waited upon the county architect and put this point to him on behalf of the members, but had told him that the proposed regulation was reasonable in regard to contemplated new kinemas.

They were successful in their request that the regulation would not apply in regard to already erected buildings and the county architect said he would advise his committee on those lines.

For some time they heard nothing further and he (the chairman) asked the branch secretary (H. H. C. Mitchener) to write and ask whether the County Council agreed with the view of their architect. As a result, the following letter had now been received from the county architect (A. L. Roberts):—

"I am sorry I have not informed you of the decision of the Committee. They confirmed the recommendation which was made after my interview with your representatives—namely, to the effect that they would adopt the method employed by the L.C.C. so far as new buildings were concerned, but as regards old buildings, the condition would not be pressed, although in the event of alterations being made, the new requirements would have to be taken into consideration and dealt with on the merits of each individual case."

The New J.P.

Ald. Buck wrote thanking the branch for their congratulations on his appointment to the Commission of the Peace.

Emergency Regulations

Detailed proposals from the Home Office in regard to A.R.P. and War Emergency Regulations for houses of entertainment were put before the members from which it appeared that the area covered by the branch would come under the jurisdiction of two different controllers in an emergency.

The detailed information was of a confidential character, but certain appointments were made. For the Western area of the branch G. BRAVERY, of Poole (as secretary), and S. J. S. ROSE, of Swanage, were appointed in a representative capacity. For the Eastern area of the branch, ALD. G. W. A. WRIGHT and H. H. C. MITCHENER (as secretary) were appointed.

Information

In the discussion which followed the reading of the far-reaching proposals, it was generally felt that every member of the branch should have fully documented information as to the particulars of the precautions necessary in order that they might be fully prepared.

It was decided to ask headquarters of the C.E.A. in London to prepare a memorandum containing details of the proposals to be circulated to every member of the branch so that exhibitors might be relieved of uncertainty as to what would be expected of them in any emergency.

Female Employees

The point was raised as to whether employers, with females on their staff who would be more or less indispensable in time of emergency, would be thought unpatriotic if they notified the female employees that it would not be in their interest to enrol for national service.

It had to be remembered that in some businesses the great majority of the men on the staff would be absent, either on voluntary or conscripted service. A definite lead had not been given on the point, but it was considered that where employers were so placed with mixed staffs they should notify their female employees as suggested and not be considered unpatriotic for so doing.

The CHAIRMAN expressed the view that the point was a sound one, as there would be a civil responsibility in the national interests to keep business on as normal lines as possible.

No resolution was proposed on the question, but it was generally thought it should be borne in mind.

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Capt. CLEMENT said that the more they did for the Government in that way the less likelihood there would be of an emergency.

A resolution was passed supporting the request, and recommending members whose kinemas possessed the necessary apparatus to show slides furthering important national appeal such as the one under consideration.

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It was pointed out that the general practice was to give a week's holiday with pay, and that the present and future calls for time off for national service for members of staffs would make it even more difficult than at present to comply with the request for a fortnight's holiday.

It was agreed to leave it to each member to do the best he could under the circumstances, and to reply to that effect to the writer of the letter.

C.T.B.F.

The question of collections in kinemas for the C.T.B.F. was also raised by a letter, and this was also left to the discretion of individual exhibitors.

Edinburgh to Stop Sunday Charity Shows

COMMITTEE TO ADVISE ON APPLICATION FOR COLLECTIONS

KINEMAS in Edinburgh will not open in future on Sundays for kinematograph exhibitions for which an admission charge is made. The Edinburgh section, at its last meeting, also decided that Sunday concerts may only be held three times per annum by any house. The meeting unanimously protested against the new film stock duties. A. S. Albin presided over an attendance of close on 30 members.

R. M'LAUGHLIN moved that kinemas in the city of Edinburgh do not open for entertainments on Sundays, for which a charge is made. What, he said, they objected to was opening to the public for payment at the door. For example, A.R.P. lectures at kinemas would not be affected. If they wanted the motion limited to films and not to include concerts he had no objection.

At the moment everyone seemed to be guided by himself as to what he should do and he thought they should lay down a definite ruling. Then, if someone came along and applied they could say: "The kinemas in Edinburgh do not open on Sundays." Then the exhibitor would not be regarded as a hard-hearted fellow who would not open his kinema for charity on a Sunday. In the meantime they were playing one exhibitor against another.

WALTER M'GUIRE, JUN., seconded.

RITSON BENNELL thought the motion should be framed not to include concerts. "If the promoters of these Sunday concerts cannot get a kinema the probability is they will find some adjacent hall. Week-day receipts, which Sunday concerts affected, would suffer as much as in the past, and the exhibitor won't have the benefit of whatever rent they may have set for the theatre."

T. A. LUNN said they could ill-afford to lose anything in the small halls these days, but if the majority felt it would be in the interests of the Industry to stop these concerts he was quite prepared to abide by their decision.

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The CHAIRMAN said the Aberdeen branch had decided that each house should open for films not more than twice a year on Sundays. He thought concerts should be left out of the motion.

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J. K. STAFFORD POOLE felt that if they cut off Sunday films the charities would automatically turn to concerts and they both had the same effect on the box-office.

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A note of their decision is to be circulated to all members who were not present.

New Collections Committee

A discussion followed on the question of collections for kinemas, following on an application which had been made to several members from the Destitute and Homeless Help Society.

MR. M'LAUGHLIN said they were getting to the stage when there must be some regulation before they granted this or that permission. In Glasgow they had a Charity Organisation Society. He thought there should be something of the kind in Edinburgh. Any application for a collection should be first referred to the secretary to find out some information regarding any charity not personally known to them.

The SECRETARY (Graham Salmon) said he would try to find out what he could about the charity concerned. He would not make a decision, but would leave it to the managers themselves.

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Mr. BENNELL said if they banned Sunday concerts in kinemas the promoters would go elsewhere, for there were many halls where Sunday concerts might be held as easily as in kinemas. They would then have lost something and gained nothing.

Mr. LUNN pointed out that he knew at least two kinemas that might be booked for concerts if his hall were not available.

Continued on page 13

Carroll Levis, popular radio entertainer, who has been signed by Grand National as talent scout and to star in CARROLL LEVIS AND HIS DISCOVERIES

N. Western Fears Renters May "Pass the Buck"

RAW FILM TAX AND RENTERS' BURDEN

STRONG suspicions that the renters will endeavour to pass the excise duty on film stock to exhibitors were expressed at Friday's meeting of the North-Western Branch, held at Liverpool. It was decided to resist in the most energetic manner any attempt "to pass the buck." W. J. Speakman presided.

Arising from the delegates' report, which was presented by the Chairman, R. P. RUTHERFORD called attention to the tax on film stock. It was understood the renters intended that the tax should be paid by exhibitors in some form, but how was not yet known. He thought exhibitors should object in the strongest possible terms against any additional charges being placed upon them. They could not afford to pay them. Independent theatre proprietors should certainly act together.

"Already we are much over-burdened by percentages, and if something else is added the consequences will be very serious. We must safeguard our position; if we do not, some will certainly be put out of business."

One member commented that he did not see how the renters could pass on the tax by some small percentage.

K.R.S. Interview with Chancellor

"This matter touches everybody vitally and seriously," remarked ALD. E. TROUNSON. "It seemed the renters wanted this new tax to be applied in the same way as the tobacco and sugar duties and landed on the consumer. Not one in 20 exhibitors could afford to pay the increase."

R. H. GODFREY considered the K.R.S. itself was responsible for this tax by not bringing in genuine negatives from abroad in years gone by. The Chancellor had indicated that imposts had been evaded in the past and this was his reply.

B. ALLMAN said the duty was 4½d. per foot. If a film had 20 runs, the cost would be negligible.

Threat to Small Renters

R. P. RUTHERFORD said he did not criticise the tax, neither was he concerned with whether it was fair or not. This was a tax which was intended for the renters and should be borne by them.

The CHAIRMAN commented that one effect would be to cause some of the small renting concerns to close down. It would mean that Westerns or second features would not be able to come into the country.

How it Works Out

J. M. CANNON stated the ordinary film copy had about 20 runs, so that the tax represented about ¼d. per square foot. In the case of a programme of 12,000 ft., the cost would be about 30s. per programme, or £3 to £3 10s. per week.

P. M. HANMER was of opinion that if the renters obtained an increased number of runs per film, it was quite possible, if not probable, they would make a profit out of the tax.

In Mr. DOVENER's opinion the issue was perfectly clear. The matter was one of such importance that it ought to be thoroughly discussed at the Summer Conference to be held in Blackpool. A firm stand ought to be taken against any additional burdens being passed on to exhibitors.

ALD. TROUNSON moved that steps be taken to have the subject put on the agenda for the Summer Conference, and it should be pointed out that the prospect of this tax being passed on to the exhibitor is a grave consideration. J. R. DOVENER seconded.

R. P. RUTHERFORD asked whether branch action could also be taken. Why wait for the Summer Conference?

Will June be Too Late?

D. C. WALLS pointed out that by the end of June the Budget would be passed. It would then be too late to do anything. The newsreel companies were certainly seriously concerned. It seemed probable that instead of getting newsreels of 800 ft., they would be cut down to 600 ft. With regard to features, instead of copies being run at 20 theatres, the number might be 30.

Plea for Newsreels

P. M. HANMER: We are not opposed to the tax at all, but we are opposed to being made to pay what is intended for someone else.

J. M. CANNON made a plea for the newsreels. The services of the companies were marvellously good. No one wanted to see these services subjected to interference by the tax.

A Subject for Blackpool

N. WESTERN C.E.A.—*Continued*

Bitter Protest at "Council's Inconsistency"

Margate Town Council, following up their decision to invite tenders for the development of the Sands Station site, resolved *not* to proceed with a £12,000 scheme for building a licensed café at the Hydrophone.

This decision followed a bitter argument in the Council, during which it was suggested that the Council were too uneasy, owing to the international situation, to spend money on a municipal catering venture and yet were asking private enterprise to finance an ambitious scheme in another part of the town.

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Ann S
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HELEN BRO
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Yes sir!

It's sp... with Gaiety, Joyous with...
It's ... with Tunes, and it's Naughty but Nice...

First National present

ANN SHERIDAN
DICK POWELL
GALE PAGE

HELEN BRODERICK • RONALD REAGAN
ALLEN JENKINS • ZASU PITTS

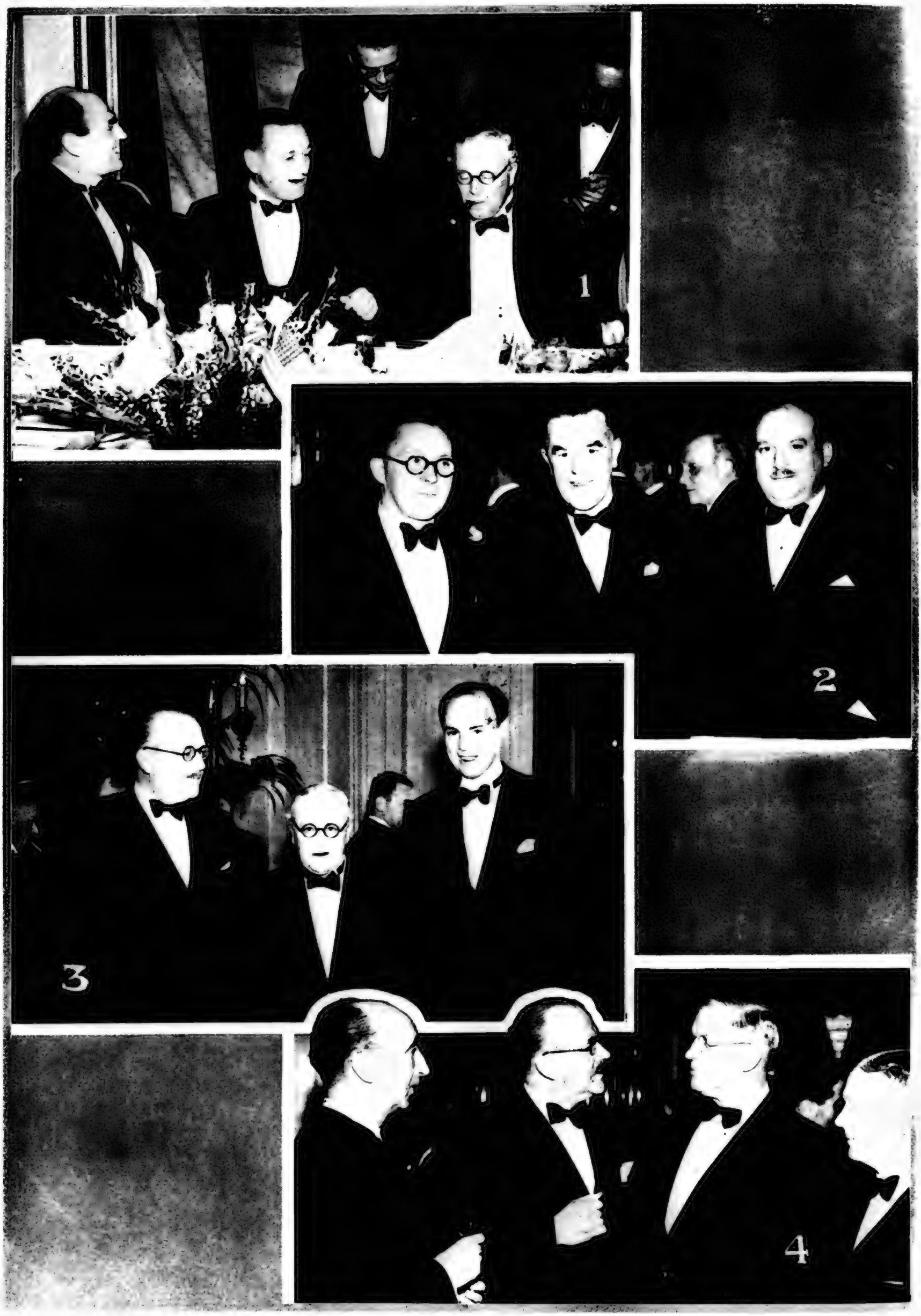
in

...but Nice

Directed by Ray Enright

TRADE SHOW:
Cambridge Theatre,
Tuesday, May 23rd,
at 8.30 p.m.

A 20TH-FOX CONVENTION



The tenth anniversary of British Movietone News, which occurred during the holding of the 20th Century-Fox Convention, was celebrated on Friday by a banquet at which many prominent personalities were present—(1) Sir John Reith (President of Imperial Airways), Walter J. Hutchinson (Foreign Manager) and Sir Kingsley Wood. (2) A. Wesson (London Branch Manager), R. Sutton Dawes (Director of Sales), R. S. V. Parsons (Supervisor). (3) Francis L. Harley (Managing Director 20th Century-Fox), Sir Kingsley Wood and the Hon. Esmond Harmsworth. (4) Sir Gordon Craig, Francis L. Harley, Herman Wobber (General Manager of Distribution) and Roy Simmonds (Director of Publicity)

S. WALES SENDS PROTEST TO CHANCELLOR

A Fatal Blow in Fight Against Foreign Competition

W. BERRIMAN

NEW EFFORT TO LIFT BARS

"IT is manifestly unfair that an extra burden should be laid on the British Film Industry—already a struggling Industry which is making a great effort to overcome foreign competition—in order to provide revenue which is being used to remit tax on one of the most prosperous trades in the country."

This resolution, unanimously carried by the South Wales and Mon. branch at its monthly meeting at Cardiff on Friday, is to be sent to the Chancellor of the Exchequer. It was proposed by S. ANDREWS (Cardiff), and will first be conveyed to head office.

Commenting on the resolution, W. BERRIMAN, Pontypridd, said: "I think it is an excellent one; it should be wired to the Chancellor."

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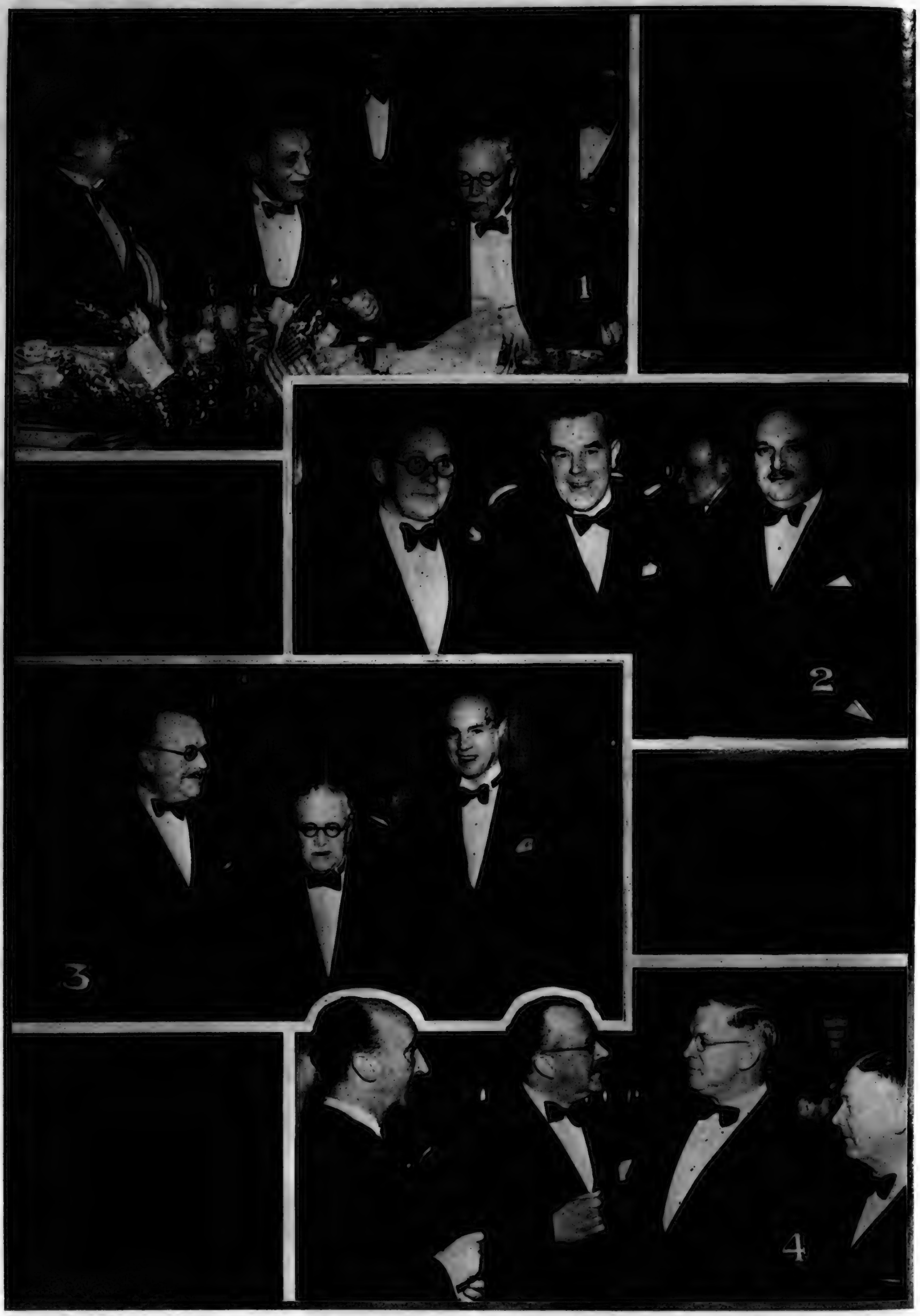
It is expected that the Princess Beatrice Hospital, Earl's Court, will benefit by about £2,000 from the film première at the Plaza, Lower Regent Street, W., on Thursday, at which Queen Mary was present.

A 20TH-FOX CONVENTION



The tenth anniversary of British Movietone News, which occurred during the holding of the 20th Century-Fox Convention, was celebrated on Friday by a banquet at which many prominent personalities were present—(1) Sir John Reith (President of Imperial Airways), Walter J. Hutchinson (Foreign Manager) and Sir Kingsley Wood. (2) A. Wesson (London Branch Manager), R. Sutton Dawes (Director of Sales), R. S. V. Parsons (Supervisor). (3) Francis L. Harley (Managing Director 20th Century-Fox), Sir Kingsley Wood and the Hon. Esmond Harmsworth. (4) Sir Gordon Craig, Francis L. Harley, Herman Wobber (General Manager of Distribution) and Roy Simmonds (Director of Publicity)

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A Fatal Blow in Fight Against Foreign Competition

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"ELEPHANTS NEVER FORGET"

A selection of scenes from ELEPHANTS NEVER FORGET, the Hal Roach production shortly to be presented by United Artists. Oliver Hardy and Harry Langdon are the main protagonists in this hilarious offering, which also features Billie Burke, Alice Brady, James Ellison, Jean Parker and June Lang. ELEPHANTS NEVER FORGET, which was produced under the working title of "It's Spring Again," will be shown at a charity premiere at the London Pavilion on May 22. The Duchess of Gloucester will be present

MUSIC IN NEWSREEL COURT CASE

G.-B.'s Successful Appeal

An appeal by Gaumont British Distributors, Limited, from a decision of J. B. Sandbach, the magistrate at Marlborough Street, in an information preferred by Thomas Henry, dance band instrumentalist, was allowed in a King's Bench Divisional Court on May 12.

The information alleged contravention of the Dramatic and Musical Performers' Protection Act, 1925, at the Locarno, Streatham, on November 15 last, by the company "knowingly making a record of a musical production without the consent in writing of the performers."

That information was dismissed under the Probation of Offenders Act on payment of 15 guineas costs, the magistrate holding that the offence alleged was a technical one.

Gilbert Beyfus, K.C., for the company, stated that they made a short film record, which was afterwards shown in a newsreel, of "The Chestnut Tree" danced to the music of Douglas Swallow and his band, of which Mr. Henry was a member. The film company obtained the consent in writing of Carl L. Heimann, managing director of the company owning the Locarno, and the producer of the dance, but did not ask Mr. Henry's personal consent.

Mr. Henry's contention that his consent in writing was necessary, and, even if that consent could be given by an authorised agent, there was no evidence that such consent was obtained, was upheld by the magistrate.

The court allowed the appeal, with costs, and reversed the decision of the magistrate.

Lord Hewart, delivering judgment, said that, having regard to the findings of the magistrate, it would not be correct to say, in this case, that the company "knowingly made the record without consent in writing of the performers." Indeed, the magistrate seemed to find that the company did not apply its mind to the question whether or not consent had been given. Therefore, the mind of the company was free from the knowledge of an absence of consent. As knowledge was an essential ingredient of the offence, the court could not hold that any offence had been proved.

"LET US LIVE"

Maureen O'Sullivan and Henry Fonda in a scene from LET US LIVE, recently Trade shown by Columbia

Scots Circuit Shows Profit Increase

CALEDONIAN DIVIDEND UP TO 12½ PER CENT.

CALEDONIAN ASSOCIATED CINEMAS, Ltd., which a year ago owned or controlled 27 kinemas, now owns or controls 33, according to the annual report now issued.

Working profit for the year to March 25 last amounted to £45,400. After paying interest of £5,804, compared with £5,263, the net profit comes out at £39,596 against £32,665.

Imperial taxation takes £13,202, against £11,289, while after payment of usual preference dividend a 5 per cent. interim dividend on the ordinary shares and the transfer of £7,718 to sinking fund and depreciation reserve in comparison with £5,448, the directors recommend a final ordinary dividend of 7½ per cent., making 12½ per cent for the year in comparison with 10 per cent

The increased dividend is payable on a considerably increased ordinary capital. Whereas last year's 10 per cent. required £2,857 this year's 12½ per cent. requires £5,975. The sum of £15,145 is carried forward, against £9,712 brought in.

Majestic Results

Accounts of Majestic Theatres Corporation show a net income of £18,607, compared with £18,472. There is to be a final dividend of 4 per cent., again making 8 per cent.

The sum of £601 is allowed for depreciation, £4,695 for income tax and N.D.C., and £1,868 for preliminary expenses, etc., written off. After this there is £935 to be carried forward, as compared with £486 last time.

THE ARRESTED CAMERAMEN

Ambassador in Berlin Watching

IN the House of Commons on Monday R. W. SORENSEN asked the Prime Minister whether he had any statement to make respecting Jack Whitehead and William Allen who were arrested and imprisoned at Graz in Austria, Greater Germany; whether he was aware that they were British cameramen belonging to the Association of Cine-Technicians; with what offence they had been charged; and what action he was taking to secure their release.

Mr. R. A. BUTLER said that reports from His Majesty's Ambassador at Berlin indicated that Messrs. Whitehead and Allen were under preventive arrest at Graz and were awaiting the conclusion of an investigation by the authorities who, it was understood, suspected them of having photographed buildings and objects of military importance. No charge had yet been formulated against them and it was assumed that if the evidence against them did not justify a formal warrant for arrest they would be released. Meantime they had permission to communicate with their relatives. H.M. Ambassador who was watching the case closely, would continue to give to them, as British subjects, all the assistance in his power.

He could assure the relatives of these men that the Ambassador was watching the case very closely and using his influence to secure the release of these men or the formulation of some definite charge at the earliest possible moment.

Butcher's "Music Hall Parade"

TRADE SHOW FIXED FOR JUNE 1

The new Butcher's picture, "Music Hall Parade," directed by Oswald Mitchell, will be shown to the Trade at the Cambridge Theatre on Thursday, June 1, at 8.30 p.m.

Con West, author of many successful film stories and stage shows, was the scenarist. The full-size music-hall setting was designed on modern lines by R. Holmes Paul, who also provided each of the "acts" with a wittily appropriate background.

"Music Hall Parade" introduces a number of notable newcomers to the screen. They include two of the greatest stage favourites in the north of England—Frank E. Franks and Tom Gamble, who co-star with Billy Cotton and his Band.

First time film appearances are also being made in the picture by the London West End stars Freddie Forbes and Angela Barrie, the Three Jokers in their comedy knockabout act, the speciality dancer Jack Stanford, and the Four Motor Air Aces with their motor-cycle acrobatic thrill. Eve Becke, the radio star and glamour girl, Macari's Accordeon Band, Hughie Green with new imitations, and the Arnaut Brothers are also prominent.

These performances are linked up by a romance between a music-hall manageress, played by Glen Raynham, and a bright young publicity man, played by Richard Norris, who urges the manageress to present a stunning variety show which has the effect of rescuing the hall from disaster.

SHARE MARKET

Tax Relief Stimulates Trading

There was a distinct improvement in the kinema share market on hopes of film taxation concessions.

Business was not brisk, but a small demand was sufficient to lift prices in many instances.

African Theatres ordinary rose 6d. to 30s. 6d.; A.B.P.C. ordinary a similar amount to 11s., while the debentures of the same company rose £1 to £85. British and Dominion Films were 3d. better at 1s.; Gaumont 1½d. at 2s. 9d.; Gaumont preference 1s. 4½d. at 10s. 3d.; and Gaumont debentures were £3½ up at £76. General Theatres debentures were also good at £74, compared with £71½.

A small demand was also reported for Mdme. Tussaud's deferred shares, which improved 3¾d. to 1s. 6¾d., while Odeon ordinary shares were another firm spot. The only adverse movement throughout the list was a decline of 1½d. in Associated Talking Pictures ordinary shares.

From The Editor's Letter Bag

PROJECTIONISTS' GUILD AND THE C.E.A.

Door Open for Closer Co-operation

On behalf of the General Council of the Guild of British Kinema Projectionists and Technicians, Ltd., I desire to express thanks and appreciation to the General Council of the C.E.A. for its acknowledgement of the valuable work the Guild has carried out during the past ten years and for its resolution to support the Guild wholeheartedly in its efforts to maintain the high standard of picture and sound presentation throughout the country.

It is felt that the door has now been opened to a much closer co-operation between the two organisations in the problems of education, apprenticeship and other matters affecting projectionists and projection.

The kinema business progresses more rapidly than most others and it is the claim of the Guild that its members keep ahead of all developments; thus they work as much in the interests of the Trade as they do in their own.

The services of an organisation such as the Guild become more necessary than ever and I have only to mention the subject of television, which is now on the horizon and rapidly drawing nearer, together with the coming of conscription to those projectionists of 20 years of age to emphasise this need.

We therefore have pleasure in taking this opportunity of announcing, through the courtesy of the Trade Press, that not only are we still anxious to extend every co-operation to the C.E.A., but, bearing in mind that the best interests of the Trade generally can only be served by co-operation between all sections, we sincerely hope that the entire Industry will look upon us in the future as an integral part of the whole.

F. H. WOODS, General Secretary, 20, Villiers Street, W.C.2.

GOVERNMENT AND FILM TAX

Candidate's Evasive Reply

The other evening I went to a meeting called to support the National Conservative candidate, Sir Harold Webbe, in the Westminster (Abbey) by-election, and asked him whether he favoured the Government's film tax recently introduced in the Budget.

Sir Harold stated that he could not answer this as it was a "technical question"; I then asked if he was aware that this "technical question" directly affected the livelihood of the 10,000 on the production side alone of the British film Industry, and that as Wardour Street, the centre of Industry, was in the very constituency for which he was standing, his reply could hardly be regarded as satisfactory by anyone in British film industry, whether employer or employee.

CHRISTOPHER BRUNEL, Knightsbridge, S.W.1.

The Middle End Empire, new A.B.C. theatre, will open during the second week in June.

M-G-M TO STAR DONAT IN THREE

"Ruined City," "Beau Brummel" and "Journey's End"

According to an American announcement, M-G-M has scheduled three pictures to star Robert Donat in its tentative 1939-40 programme. They are:—

"The Ruined City," based on the celebrated novel "Kindling"; "Beau Brummel," based on the story by Clyde Fitch, and "Journey's End," based on Robert C. Sherriff's famous play.

The unit that made "Good-bye, Mr. Chips" is to make "A Yank at Eton," starring Mickey Rooney.

"Busman's Holiday," the murder mystery story by Dorothy Sayers, is to star Robert Montgomery.

"THE MIKADO" IN AMERICA

Box Office Records Broken

A glowing account of the opening of the G. and S. film, "The Mikado," at the Strand Theatre, Iowa City, has been received from Universal in America by General Film Distributors.

This preliminary run was arranged in order to determine the mass appeal of the picture to American audiences.

House records were broken, hundreds of people being turned away, and applause both during and at the end of the screening confirmed the anticipations of all connected with the presentation of this film in America.

New box-office and opening records have also been established in Toronto, Vancouver, Montreal, Hartford and Pinehurst, North Carolina, and its enthusiastic reception augurs well for the success of the film in the United States.

Associated British has closed down the Olympia, Shoreditch, which will be rebuilt as a modern super-kinema with seating capacity for 1,800.

COMPANY REGISTRATIONS

Finney Bros. Behind Three New Belfast Projects

NEW PRIVATE COMPANIES.

St. James' Picture House (Harrogate), Ltd.—Registered May 10. Capital, £2,000 in 2,000 shares of £1 each. To acquire St. James' Picture House, Harrogate, carried on by the late F. D. Sutherland. Directors are: Ethel Sunderland, Harrogate; Chas. W. Wood, Bradford; John R. Sunderland, Harrogate; and Norman A. Foster, Harrogate. Solicitor: N. A. Foster, 69a, Station Parade, Harrogate.

Marnock Trust, Ltd.—Registered in Edinburgh, May 9. Capital, £10,000 in 10,000 shares of £1 each. Entertainment proprietors, etc. The directors are: William Duncan, John McNicol, and Alexander B. King.

Underwood Entertainments (Belfast), Ltd.—Registered in Belfast, May 6. Capital, £4,000 in 4,000 shares of £1 each. Kinema proprietors. Directors: James U. Finney, Banbridge; James D. Finney, Belfast; and Archibald Francis Heggarty, Belfast. Registered office: 341, Donegall Road, Belfast.

Picture House (Banbridge), Ltd.—Registered in Belfast, May 6. Capital, £1,000 in 1,000 shares of £1 each. Kinema proprietors. Directors: James U. Finney, James D. Finney. Registered office: Banbridge, Co. Down.

Savoy (Newry), Ltd.—Registered in Belfast, May 6. Capital, £1,000 in 1,000 shares of £1 each. Kinema proprietors. Directors: James U. Finney, James D. Finney. Registered office: Banbridge, Co. Down.

James Carreras, Ltd.—Registered May 6. Capital, £100 in 50 6 per cent. cumulative preference shares of £1 each and 1,000 ordinary shares of 1s. each. Kinema proprietors, etc. The subscribers are: James Carreras, sales manager; Enrique Carreras, film renter. Secretary: James Dawson. Registered office: National House, 60-66, Wardour Street, W.1.

Holdsworth-Weber, Ltd.—Registered May 13. Capital, £100 in 100 shares of £1 each. Dealers in photographic and kinematographic productions and plant, etc. The subscribers are: Sigvard L. Weber, 169, Old Brompton Road, S.W.5, motion picture producer and chemical engineer; John Holdsworth, 376, Strand, W.C.2, accountant. Solicitors: Harringtons, 376, Strand, W.C.2.

INCREASES OF CAPITAL.

Lyric (Newcastle) Cinema, Ltd., 47, Pilgrim Street, Newcastle-on-Tyne.—The nominal capital has been increased by the addition of £7,500, in £1 ordinary shares, beyond the registered capital of £17,500.

Spectator Short Films, Ltd., 25, Savile Row, W.1.—The nominal capital has been increased by the addition of £16,000, in £1 ordinary shares, beyond the registered capital of £14,000.

RECEIVERSHIPS (APPOINTMENT OR RELEASE).

T.A.C. Developments, Ltd., kinematograph manufacturers, etc., 99, Charlotte Street, W.1.—J. F. Duff, of 20, Beechcroft Avenue, N.W.11, ceased to act as Receiver on May 5, 1939.

Cinema Traders, Ltd., 26, Church Street, Charing Cross Road, W.1.—C. L. Walker, of 91, Shaftesbury Avenue, W.1, was appointed Receiver and Manager on May 3, 1939, under powers contained in debenture dated July 14, 1933.

SHARE MOVEMENTS

	Last week.	This week.	Movement.
African Theatres Ord. ..	30/-	30/6	+ -/6
Assoc.Brit.Pic.Corp. 5/- Ord.	10/6	11/-	+ -/6
" 6% Pref.	18/-	18/-	—
" 5½ Debs.	£84	£85	+ £1
A.P.P.H. Ord.	13/3	13/3	—
Assoc. Talk. Pic. Ord. 5/- ..	-/3	-/1½	— -/1½
Baird Tele.20% Pf. Ord. 2/6	-/11½	1/-	+ -/6
" Defd. Ord. 2/6 ..	1/1½	1/1½	—
Brit. & Dom. Films £1 ..	-/9	1/-	+ -/3
Brit. Lion Pref. Ord. ..	3/3	3/3	—
Capital & Prov. News 5/- ..	3/3	3/3	—
Gains. Pic. Ord. 10/- ..	2/3	2/3	—
Gaumont-British Ord. 10/-	2/7½	2/9	+ -/1½
" "A" Ord.	1/1½	1/2½	+ -/0
" 5½% 1st Pref... ..	9/10½	10/3	+ 1/4½
" 4½% New Debs. ..	£72½	£76	+ £3½
General The. Pref.	7/-	7/1½	+ -/1½
" 6½% 1st Mort. Deb...	£71½	£74	+ £2½
Kinemas	5/-	5/-	—
London Pavilion £1 Ord. ..	10/6	10/6	—
" 6% £1 Pref.	16/6	16/6	—
Ldn. and District	-/4½	-/4½	—
Mde. Tussaud New 1/- Def.	1/3	1/6½	+ -/3½
" £1 Prefd. Ord. ..	14/-	14/-	—
Moss Empires £1 Ord. ..	19/9	20/-	+ -/3
" £1 Cum. Pref... ..	15/9	15/9	—
Odeon 5/- Ord.	4/10½	5/1½	+ -/3
" 5% Debs.	£77	£77	—
P.C.T. Ord. 10/-	21/6	21/6	—
" 7½% Ptg. Pf. Ord. ..	19/-	19/-	—
" Cum. "A" Pref. £1 ..	22/6	22/6	—
" Cum. "B" Pref. £1 ..	20/9	20/9	—
" Const. 7% Pref. ..	20/3	20/6	+ -/3
Scophony 5/- Ord.	3/3	3/3	—
Sound City (Films) 5/- Ord.	-/9	-/9	—
" 6% Pref.	2/6	2/6	—
Stoll Th. Corp.	2/-	2/-	—
Twentieth Cent. 5/- Ord. ..	-/3	-/3	—
" 6% Pref.	-/9	-/9	—
Union Cinemas Ord.	2/3	2/6	+ -/3
" 1st Pref.	1/-	1/-	—
" 2nd Pref.	1/-	1/-	—
Union Cin.Sub.Props.6% Pref.	12/-	12/-	—
" 4/- Ord.	3/3	3/3	—

£1 shares unless otherwise stated.

NAMES—*in*—*the*—NEWS

F. V. Steele, formerly outside representative for Kalee, Ltd., on the Lancashire territory, has now transferred to the Yorkshire territory. Mr. Steele served his time in the Kalee works and then came to Lancashire, where he has been outside representative for 15 years. By taking over the Yorkshire area he is covering part of the ground worked by his father, Fred Steele, who retired about 14 months ago.

Major I. A. N. Beadle, M.C., manager of the Odeon Theatre, Bristol, has been elected a Fellow of the Royal Empire Society, Bristol branch.

U.A.'s New Salesman

P. E. Giles has joined the Liverpool branch of United Artists as traveller for the North Wales territory. Mr. Giles was for a short time on the sales staff of Grand National at Liverpool. He has had a varied career in the entertainment world, embracing both legitimate theatre and kinema work.

R. Carter, son of the Mayor of Hartlepool, has been appointed manager of the Queen's, Chester-le-Street. For several years Mr. Carter has been manager of the Queen's Cinema, Hartlepool, which recently was completely modernised.

F. V. STEELE

FOLLOWING IN FATHER'S FOOTSTEPS : P. E. GILES ENLISTS WITH UNITED ARTISTS : SHOWMAN JOINS INFIRMARY BOARD : NEW VICE-PRESIDENT FOR QUIGLEY : HALIFAX CHARITY EFFORT

K. B. PARKER

H. C. Robinson, manager of the Hippodrome, Sheffield, who has succeeded F. V. Walford, as manager of the Empire, Derby, has acted as manager at a number of A.B.C. houses and at one time was general manager for one of the touring companies of O. Gray, Grand Theatre, Derby.

Hospital Appointment

Congratulations to **Kenneth B. Parker**, manager, Tudor Cinema, Dewsbury, who has been appointed Dewsbury Entertainments' Managers representative on the Dewsbury and District General Infirmary Board. Since his coming to Dewsbury four years ago, Mr. Parker has taken an active interest in hospital work, and he has helped to raise a considerable sum of money for various causes. Part of the membership subscription of his unique Tudor Circle go to the local hospital.

Watterson R. Rothacker has been appointed a vice-president of the Quigley Publishing Company, Inc., publishers of *Motion Picture Herald*, *Motion Picture Daily*, etc.

Mr. Rothacker has been actively associated with the trade for many years, founded the Rothacker Film Laboratories in Chicago, was associated with both First National Exhibitors' Circuit and Educational Pictures, and was chief of the Paramount Studios during the John Otterson regime.

J. R. Weir at Warrington

J. Russell Weir, who has been manager of the Colisum and Forum Cinemas, Southport, has been appointed manager of the Regent, Warrington. Mr. Weir has held appointments in London, Great Yarmouth, Manchester, Rhos-on-Sea, and Llandudno.

After having been organist at the Majestic, Rochester (Kent), for more than two years, **Lew Harris** has left to take up a similar post at the Grange Cinema, Kilburn. E. Bolitho, guest organist, will be at the Majestic console for a few weeks.

C. G. Starkey, manager of the Odeon, Halifax, reports that the Sunday evening charity performance in aid of the Halifax Society for the Blind and Royal Halifax Infirmary and the C.T.B.F. was a great success. The film programme included "The Hope of His Side" (U.A.).

Obituary

WELSH EXHIBITOR PASSES

Death of Ernest de C. Tilney

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A native of Abertillery, he started in business as a building contractor. He later became interested in variety and films. He built the Capitol, Cardiff, the Olympia, Newport, and other kinemas at Abertillery and Ebbw Vale.

He is survived by a widow and a daughter.

R.F.S. Secretary Dies

Thomas H. Baxter, secretary of the Religious Film Society, and formerly secretary of the Cinema Christian Council, died on Thursday last at his home at Esher following a short illness. Mr. Baxter was for many years secretary of the Missionary Film Committee. He was the first secretary of the Cinema Christian Council, but resigned, owing to the growth of the work of the secretaryship of the Religious Film Society, which had necessitated the separation of the two offices.

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Mr. Myers was a very well-known personality in the Trade, and his tragic death will be received with the utmost regret among all the friends he made during his long association with the Industry.

B. Bannister of W. Bromwich

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LONG Stories Cut SHORT

AMMONIA SCARE IN PENDLEBURY : WARRINGTON REOPENING : FIRE AT OLDHAM KINEMA

A licence for Sunday kinema shows, from 3 p.m., has been granted to F. Morphet for the Royalty Theatre, Morecambe, subject to the usual conditions governing Sunday shows.

Appearing last week in "Band Waggon" at the Birmingham Hippodrome, Syd Walker accepted an invitation to visit the Majestic Cinema, Bearwood, and make a personal appearance. On his arrival he was welcomed by Alan Hewitson, managing director of Hewitson, Ltd., Smethwick, and the manager of the Majestic, F. S. Walker.

Work on the scheme of improvements at the Regent, Bristol, is being carried out while the house is running in the usual way. The scheme includes redecoration of the auditorium, new carpets, and improvements to the seating.

Some alarm was caused in the Palace de Luxe Cinema, Pendlebury, Lancs, on Saturday last, when a bottle of ammonia burst in the balcony. That part of the building had to be cleared of people until the fumes were less severe.

The car park attached to the Odeon, Bristol, is now under the control of the National Car Park Association, who will make their usual car park charges.

On Saturday next, at 10 p.m., a special show of Continental films will be held at the Embassy, Clifton, Bristol, under the auspices of the West of England branch of the Modern Languages' Association.

Dewsbury's kinemas have now completed schemes so that all their respective staffs will be given training in A.R.P.

"Buried Treasure" was shown to 2,000 Faversham schoolchildren at the Odeon on the morning of May 10. The Mayor (Councillor P. Johnson) expressed thanks to the manager of the kinema (B. W. Garratt) and his staff.

The Regent, Warrington, which has been redecorated and refurnished and fitted with Western Electric Mirrophonic sound system, reopened on May 15.

A wooden staircase in the porch leading to the box office at the Colosseum, Oldham, was badly damaged by fire one morning last week.

The amount received from S.O. during the previous month was reported to the May meeting of the Deal Town Council as £14.

The yield from Sunday kinema opening at Worthing is £198.

Couns. F. Foster, Minter, Cuming and B. J. Pearson, J.P., have been appointed Sunday Films Sub-Committee for Broadstairs for the current year.

Captain H. E. Long, O.B.E., has resigned the secretaryship of the Cinema Christian Council on appointment as general secretary of the Furnishing Trades Benevolent Association.

Bernard Cheetham, manager of the Odeon, Bridgwater, has arranged for a concert to be held at the theatre on Sunday next, May 21, from 8 to 9.45 p.m., in aid of the Bridgwater Church Schools Fund.

A. Dent to Attend all "Jamaica Inn" Trade Shows

A.B.P.C.'s SUCCESSFUL SALES CONFERENCE

IN view of the outstanding importance of "Jamaica Inn" in the current distribution programme of Associated British, Arthur Dent will attend personally all provincial Trade shows of this Mayflower production to observe reactions and to make personal contact with exhibitors. The first of these shows was at the Forum, Liverpool, on Wednesday, May 17, the next is at the Oxford Street Cinema, Manchester, on May 19.

This week-end the distribution department of Associated British held its annual sales conference. The viewing of new productions at Elstree occupied the greater part of Saturday and gave the sales force an impression of the product to come in the next few months. "Poison Pen" was viewed in its entirety and was considered one of the strongest dramas yet made at Elstree; a powerful story and inspired acting, particularly by Flora Robson, Robert Newton and Reginald Tate, have produced drama of a strength that contrasts in a poignant manner with an English village background. "Dead Man's Shoes," "At the Villa Rose" and "Just William" also gave great promise to the delegates of the quality of the future programme of Associated British.

Lunch was served in the studio restaurant under the chairmanship of Arthur Dent, and the delegates met Phyllis Brooks and Greta Gynt, who are working respectively in "Flying Squad" and "She Couldn't Say No." After further viewing the party moved to the Corporation's Sports Club at Hendon where a dinner and dance was graced by the attendance of Judy Kelly, Mary Maguire and Barbara Blair.

Discussions were continued during Sunday at the Trocadero Restaurant, when considerable attention was given to "Jamaica Inn," voted by the sales force as the most valuable sales property ever entrusted to the organisation.

Discussion of policy, the ventilation of problems encountered produced helpful discussions and Sunday evening saw the close of an interesting and beneficial gathering.

A Discourse on Managerial Careers

SHOULD A MAN START FROM THE BOTTOM?

"The longer a man has been in the Trade and the lower he has started the more likely he is to be a successful kinema manager."

This statement by Manager Ewan S. Shaw in an article which he contributed to a Birkenhead newspaper has provoked a rejoinder from Geoffrey Ray, manager of the Roxy (an Emery theatre), Birkenhead.

States Mr. Ray:—

"It is obviously a fallacy, as otherwise all successful kinema managers would have started their careers either as page-boys or rewind boys. In the majority of cases this is definitely not so."

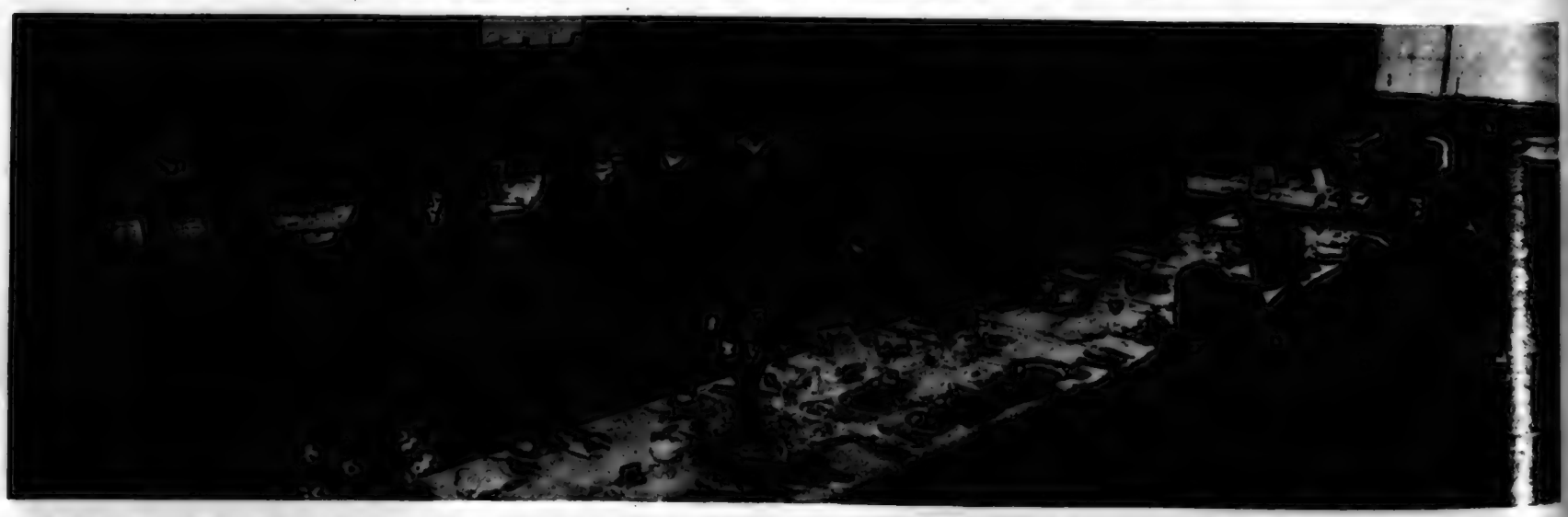
"Two men, probably the most successful managers in the business, started their careers in the kinema world as an assistant manager and film traveller respectively."

"A manager who has been thoroughly trained for his position is more likely to be successful than one who has advanced by dint of his own perseverance."

"Life of the kinema world is one of change and infinite variety. There is an element of adventure in not knowing where or in what town one may next be employed, but the main asset to lead to success as in any other business is an interest in the work. The hours are long, but, in my own opinion, not tediously so; nevertheless, he who cannot take an interest in the work will never be content to deprive himself of all, or nearly all, the leisure hours that are the other man's prerogative."

A.B.P.C.'s New Birmingham Offices Opened

Associated British Picture Corporation's new Birmingham offices at 59, John Bright Street were opened on Tuesday by Arthur Dent before a large attendance of exhibitor friends. The new premises are much larger and brighter than those at the old address and afford considerable window space.



Arthur Dent presided over the luncheon given to the Associated British sales staff, one of the highlights of whose convention was a visit to the Elstree studios. Walter Mycroft, director of production, Greta Gynt, Phyllis Brooks and Mary Maguire are also present

—in—the—NEWS—

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States Mr. Ray:—

"It is obviously a fallacy, as otherwise all successful kinema managers would have started their careers either as page-boys or rewind boys. In the majority of cases this is definitely not so."

"Two men, probably the most successful managers in the business, started their careers in the kinema world as an assistant manager and film traveller respectively."

"A manager who has been thoroughly trained for his position is more likely to be successful than one who has advanced by dint of his own perseverance."

"Life of the kinema world is one of change and infinite variety. There is an element of adventure in not knowing where or in what town one may next be employed, but the main asset to lead to success as in any other business is an interest in the work. The hours are long, but, in my own opinion, not tediously so; nevertheless, he who cannot take an interest in the work will never be content to deprive himself of all, or nearly all, the leisure hours that are the other man's prerogative."

o Attend all "Jamaica " Trade Shows

CCESSFUL SALES CONFERENCE

g importance of current distribu- ciated British, sonally all pro- Mayflower pro- s and to make itors. The first Forum, Liver- , the next is at Manchester, on

tion department ts annual sales new productions r part of Satur- an impression the next few s viewed in its ed one of the at Elstree; a acting, particu- rt Newton and ed drama of a pignant manner round. "Dead Man's Shoes," "At the Villa Rose" and "Just William" also gave great promise to the delegates of the quality of the future programme of Associated British.

Lunch was served in the studio restaurant under the chairmanship of Arthur Dent, and the delegates met Phyllis Brooks and Greta Gynt, who are working respectively in "Flying Squad" and "She Couldn't Say No." After further viewing the party moved to the Corporation's Sports Club at Hendon where a dinner and dance was graced by the attendance of Judy Kelly, Mary Maguire and Barbara Blair.

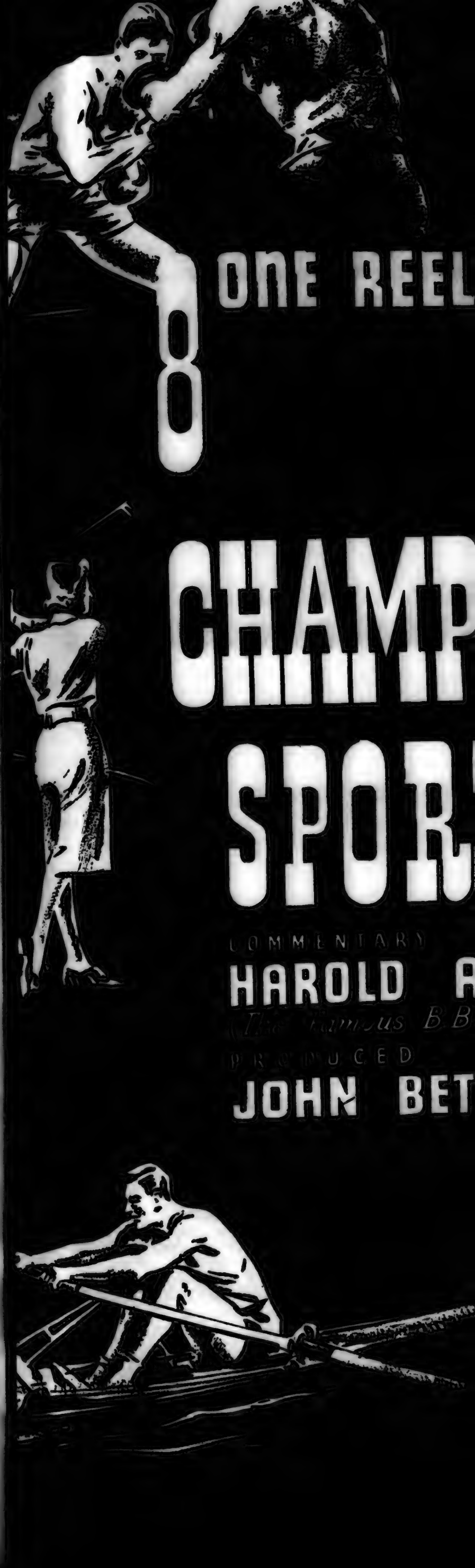
Discussions were continued during Sunday at the Trocadero Restaurant, when considerable attention was given to "Jamaica Inn," voted by the sales force as the most valuable sales property ever entrusted to the organisation.

Discussion of policy, the ventilation of problems encountered produced helpful discussions and Sunday evening saw the close of an interesting and beneficial gathering.

A.B.P.C.'s New Birmingham Offices Opened

Associated British Picture Corporation's new Birmingham offices at 59, John Bright Street were opened on Tuesday by Arthur Dent before a large attendance of exhibitor friends. The new premises are much larger and brighter than those at the old address and afford considerable window space.

les staff, one of the highlights of whose convention was a visit to the Elstree studios. Walter Mycroft a Gynt, Phyllis Brooks and Mary Maguire are also present



Well you can see for yourself

next Tuesday

The Trade show of the first three issues of

Point of View is at 6.30 p.m., on Tuesday, May 23rd,

at the Cambridge Theatre, W.C.2

POINT OF VIEW

Distributed by

DENNING FILMS LIMITED

10 Golden Square, London, W.1

Telephone: Gerrard 7271

Godalming Request for S.O.

REGAL'S APPROACH TO COUNCIL

Chamber of Commerce Support

AN application has been sent to the Godalming Town Council by the Regal (Godalming), Ltd., asking if the council would consider adopting steps under the Sunday Entertainments Act, 1932, to put the question of opening kinemas on Sundays before the ratepayers of the town.

Supporting this application for Sunday opening is the Godalming Chamber of Commerce, who brought the subject up at their last meeting.

The General Purposes Committee of the Town Council are preparing to discuss the matter at the next meeting of the Godalming Town Council.

HERNE BAY'S S.O. YIELD

The amount available for charity as a result of Sunday openings during March quarter at Herne Bay was £67 19s.

"EAST SIDE OF HEAVEN"

Mischa Auer, Bing Crosby and Joan Blondell in Universal's EAST SIDE OF HEAVEN, which General Films is distributing

TELEVISION IN PROVINCES

G.P.O. Discusses Extension

GROWING CONCERN IN C.E.A. BRANCHES

THE extension of television services to the provinces which is to be discussed at a meeting between the G.P.O. Advisory Committee, and the the Radio Manufacturers' Association is being anxiously regarded by exhibitors, and the question was referred to at last week's meeting of the North-Western Branch.

Experiments with radio links between London and Birmingham are taking place and the fact that television range was approximately 80 miles, it was stated, was causing material concern to exhibitors.

A joint deputation from the K.R.S. and C.E.A. is being received by the Postmaster-General to-day (Thursday), and it is anticipated that both these representations and those of the R.M.A. will be considered in the light of the experimental work now being undertaken.

A question was asked at the North-Western C.E.A. meeting how near completion were the arrangements for rediffusion from Birmingham. As the television range was 80 miles from the station, certain members of the branch were naturally concerned.

The CHAIRMAN said he understood there would be television in the Birmingham area within the next 12 months.

P. M. HAMMER said if the tests were satisfactory there might be television within three or four months, and if programmes were sent out from Birmingham, then exhibitors in the Cheshire district would certainly have reason to be apprehensive.

W. J. SPEAKMAN said he was told in London that work was being pushed on in the Manchester district, but it would be some time yet before it advanced sufficiently to cause any concern.

The CHAIRMAN held to the view that television was not likely to affect members of the North-Western Branch within two years.

ALD. TROUNSON said the information collected in London two months ago was now quite out of date, because of the rapid progress that had been made in certain directions. They were within range of television and would probably get it in a very few months.

R. P. RUTHERFORD alluded to the deputation that will wait on the Postmaster-General for the purpose of ascertaining the precise position. Until this interview had taken place it was impossible to say anything authoritative.

BAIRD ON BROADWAY

Six Theatres Equipped

Six Broadway kinemas have been chosen for the first American installations of Baird large-screen television equipment. One of these theatres is the Translux News Theatre, where the equipment is expected to have a very wide scope. Half of the equipment is now in course of erection in New York, and the rest is in transit; the first demonstrations should commence about June 1.

The equipment is of a similar type to that installed at the Marble Arch Pavilion, but will be capable of giving a picture 20 ft. by 15 ft., of the same brilliance as at present.

It will be capable of receiving transmissions either from the N.B.C. or Columbia stations. The former commenced transmission with the opening of the World's Fair; two Baird home receivers on which the opening was viewed gave, it is claimed, results far superior in brilliance and picture detail to those obtained by American-made equipment, notwithstanding the unfamiliar working conditions. Columbia are expected to start programmes towards the end of this month.

WELCOME H. E. ALEXANDER, JUN.

Congratulations to H. E. Alexander, scenario editor of Warner Bros. Teddington Studios, whose wife presented him with a son born on May 12. Both mother and son are doing well.

REFUSED BECAUSE LICENSEE FAILED TO APPEAR

Bolton Bench Create Precedent

BOLTON County Magistrates have refused an occasional licence to open the Savoy, Farnworth, from 3 p.m. to 5 p.m. on Sunday, May 14, for the local Boy Scouts' annual St. George's Day service because G. M. Montanini, the licensee, did not appear in person.

The application had been adjourned from the previous day, when the bench ruled that, although represented by Mr. Openshaw (of Cooper, Nelson, and Hamer), Mr. Montanini must appear if the licence was to be granted.

Mr. Openshaw said that every effort had been made to get Mr. Montanini to court, but it had not been possible. In a letter Mr. Montanini wrote that owing to a prior appointment outside Manchester he would not be able to attend court.

"It will therefore be appreciated if you will renew the application on my behalf and explain to the magistrates that had I had sufficient notice I would have appeared."

Mr. Crompton, manager of the kinema, was present in court, as was A. J. Hutchinson, Scout Commissioner for the Farnworth district, who told a reporter that "the court has granted the application without Mr. Montanini being present in court since 1933. Everyone connected with the kinema give their services, the police are always most helpful, and a band has always played for a small expenses fee," commented Mr. Hutchinson.

March of Time's Fifth Year in Gt. Britain

RKO-RADIO PLANS FOR NEW SERIES

One of the most noteworthy contributions to the screen in recent years, "The March of Time," has just concluded the fourth year of its existence in Great Britain, with the initial issue of the fifth series, "America Thinks It Over," scheduled for general release on Monday, June 12.

The success of "The March of Time," it is claimed, has been a model of consistency. Each successive year has shown a vast increase in the number of bookings made. Contracts arranged for the new series are in excess of those for a similar period last year and it is confidently expected that 1939-40 will see "The March of Time" more firmly entrenched on British screens than ever before.

Richard de Rochemont, managing director of "The March of Time," in planning the episodes due for presentation during the coming 12 months, has compiled his programme in a manner that will allow advantage to be taken of any story of major interest.

Under an increased budget, cameramen have been stationed in all parts of the world ready to take advantage of any event of international importance. It is this system which has allowed "The March of Time" to present, in recent months, such timely and topical productions as "Nazi Conquest No. 1," "Czechoslovakia," "Britain and Peace," "Inside the Maginot Line," "Father Divine's Deal," and "The Mediterranean—Background for War."

The difficulties usually encountered in measuring the box-office power of a news magazine of this type have been wholly overcome by RKO-Radio, who, linking up five "March of Time" international episodes under the title "Europe in Review," have presented this film, running for more than one hour, with phenomenal success at major West End news theatres.

RKO-Radio have inaugurated several exploitation services, including a special six-page publicity issued concurrently with the release of each episode, while a free double-crown poster and newspaper block service is offered in every locality.

R. S. Bromhead "Clears the Air" at Reading

REPLIES TO CLERGY'S ATTACK

A LETTER written in the St. John's Church, Reading, parish magazine by the Rev. R. E. T. Bell on Sunday opening of kinemas has evoked the wrath of not only local kinema managers, but circuit heads as well, the main theme of the letter being that the Trade seeks to "dragoon the Council and the burgesses into this Sunday opening for their own commercial purposes."

The letter follows the recent postponement of the Reading Borough Council's debate on the latest application for a ratepayers' poll on the subject, and in a well-written reply R. S. Bromhead, general manager of County Cinemas, Ltd., has much to say to this outspoken clergyman.

Referring to the recent Council meeting, Mr. Bromhead says that it was generally felt in Reading that the present was a most inopportune time for a further discussion on this controversial matter. The most serious mis-statement in the letter is that regarding the staff and the definite statement it leads to a seven-day week. This is untrue. It would also be a breach of the existing agreement between kinema proprietors and the N.A.T.K.E.

Under Sunday opening conditions, Mr. Bromhead goes on to point out, the staff are adequately protected, and in definite fact work a shorter week where Sunday opening is in force than otherwise.

Mr. Bromhead also points out that the kinema trade is not so wealthy as the Vicar of St. John's seems to think, the increased cost of film hire, increased wages to staff, entertainment tax, and many other factors do not help to improve financial aspects.

The kinema to-day is a public service and entitled to rank with the Press, transport, telephone service, etc.

Endorsed by local managers, Mr. Bromhead's letter, which has been given prominent notice in Reading, will do a great deal towards "clearing the air" concerning the conditions evolving Sunday opening.

NEW KINEMA FOR WEST END

Oxford Street Project Approved

Despite the opposition of the residents in adjoining flats, the Entertainments Committee of the L.C.C. acceded to the application by Cinephone (Films), Ltd., for a music and dancing and a kinematograph licence for a proposed kinema at Key Sign House, 421, Oxford Street, W.

It was stated that the kinema would be built in the block of business offices, on the ground floor level, and would seat nearly 500 persons.

The opponents to the scheme contended that the kinema would "cause serious disturbance and inconvenience" to the tenants of adjoining houses, and that the possibility of waiting cars would cause annoyance, and that a kinema adjacent to the residential property "would not be very pleasant."

Counsel representing the opponents commented on the fact that it had not been shown that another kinema was needed in a district that already had a number of picture houses.

The chairman (A. Reginald Stamp) reminded the speaker that the line of argument he was developing was rather outside the grounds of his opposition.

Sydney Lamb, for the applicants, said that there would be an 18-in. party wall, and also an additional 9-in. brick wall close to it and a further 9-in. wall. Therefore, there could be no fear of sound or noise causing interference. The chairman of the company, Mr. Nakhinoff, he said, was in a very sound position and controlled seven theatres in Paris and one in Brussels.

The Committee granted the licences on the condition that the walls as stated by counsel were constructed between the kinema and the adjoining property.

BRISTOL KINEMAS AND A.R.P.

A scheme is being formulated in Bristol for the training of members of the staffs of the kinemas in the city in A.R.P. work, and it is suggested that those who are willing to take up this work shall be trained as A.R.P. wardens.

BUILDING ACTIVITY IN THE BIRMINGHAM AREA

Five Halls Opening in Summer

THERE are indications that the early autumn will be marked by the addition of four or five new kinemas to those already operating in Birmingham and the surrounding areas.

In the city itself the building of a 1,500-seater on the site of the old Gaiety Theatre by A.B.C. is proceeding apace. The new Danilo at Quinton designed by the late Andrew Mather to accommodate 1,500 is expected to take place towards the end of July.

Good progress is also being made with the construction of the Castle Cinema, Castle Bromwich, the plans for which E. S. Roberts, of Birmingham, is responsible. The construction of the new Rubery Cinema for Councillor W. T. Hodge and his co-directors is expected to be completed for opening in August. The architect is H. W. Simister, of Birmingham, and its seating capacity is approximately 800.

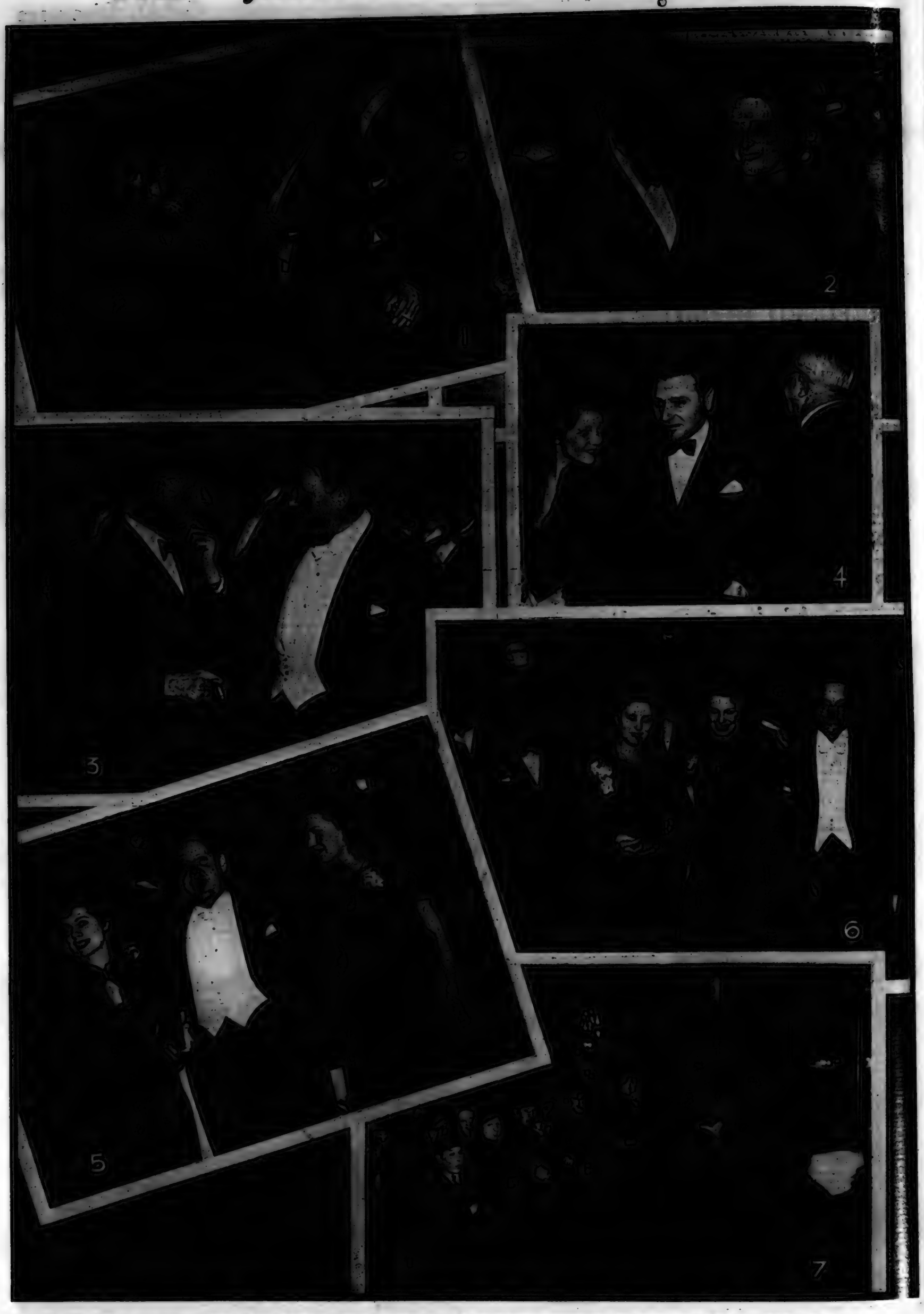
A start has also been made with the building of a new kinema at Warley by Dent's Theatre (Warley), Ltd.

Workman's Hall Reopens as Kinema

Following the completion of extensive alterations made possible by a grant from the Miners' Welfare Fund, a Workmen's Hall and Institute has been reopened as a kinema at Blaengarw, Monmouthshire. The opening ceremony was performed by Levi Phillips with a golden key presented by the architect, Arthur Edwards.

Valerie Hobson and G. P. Huntley, Jun., in WEEK END MADNESS, which was recently Trade shown by Renown

THE "JAMAICA INN" PREMIERE



Scenes at the premiere presentation of the new Pommer-Laughton production JAMAICA INN. (1) Arthur Dent congratulates Maureen O'Hara, brilliant young Irish actress, upon her performance opposite Charles Laughton. (2) Erich Pommer, the producer, and Mrs. Pommer. (3) Sir Herbert Morgan and Charles Laughton. (4) David Rose, managing director of Paramount, which is giving the picture a world release, and Mrs. Rose. (5) Elsa Lanchester, Charles Laughton and Maureen O'Hara. (6) Maureen O'Hara arrives with her father and mother. (7) Scenes outside the Regal, Marble Arch, where JAMAICA INN is breaking all records

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brilliant young
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HERE IT COMES!

THE GREATEST EPIC OF THEM ALL!

Cecil B. DeMille's

UNION PACIFIC

ARRIVES CAMBRIDGE THEA

(CAMBRIDGE CIRCUS)

MONDAY MAY 22nd at 7.0

PARAMOUNT

. . always the leader in American epics, with such tremendous box-office successes to its credit as "The Covered Wagon," "The Trail of the Lonesome Pine," "The Virginian" and "The Plainsman" . . .

NOW TOPS THEM ALL WITH

CECIL B. DeMILLE's

UNION PACIFIC

starring

BARBARA STANWYCK

and **JOEL McCREA** *with*

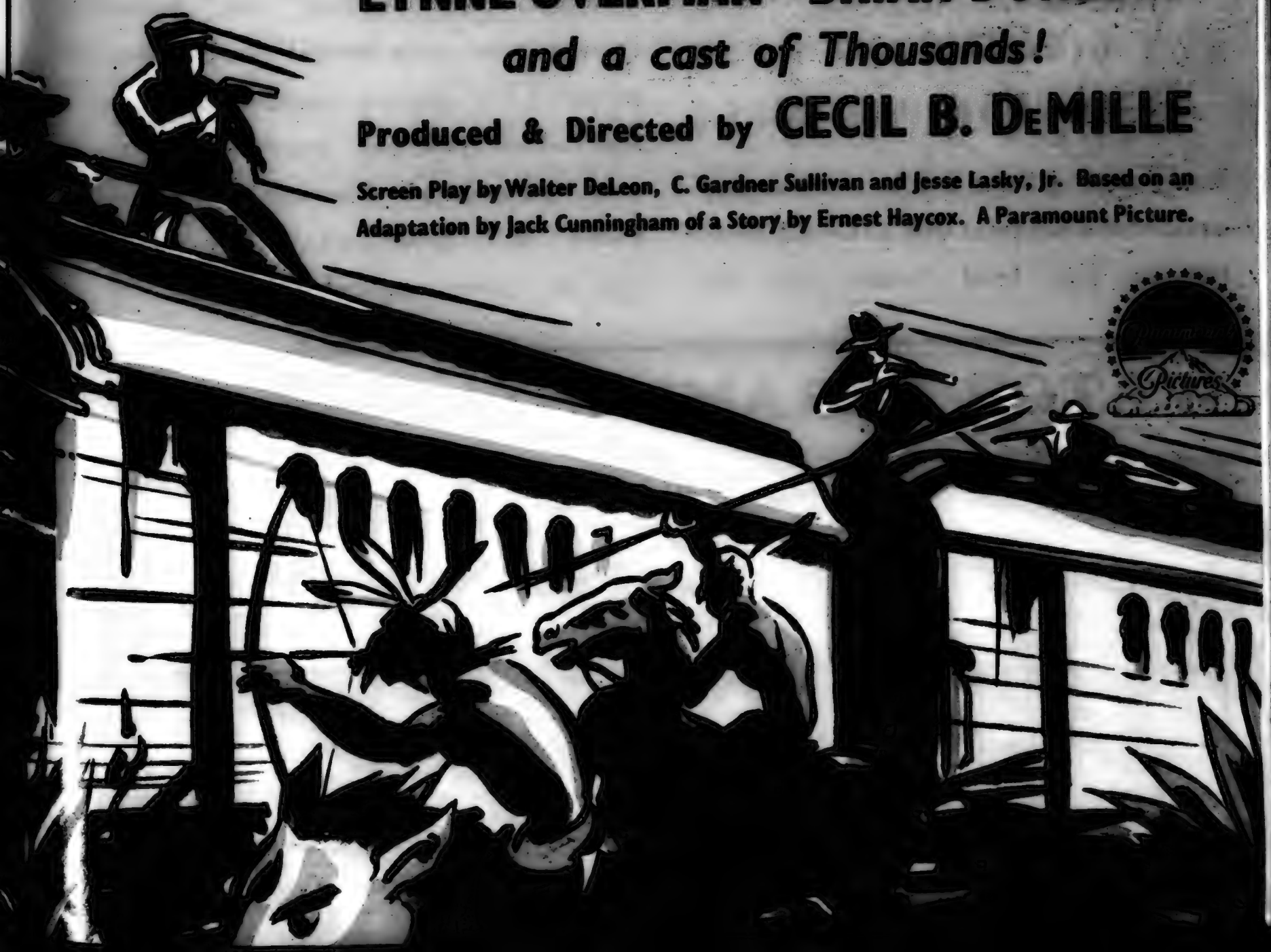
AKIM TAMIROFF · ROBERT PRESTON

LYNNE OVERMAN · BRIAN DONLEVY

and a cast of Thousands!

Produced & Directed by CECIL B. DeMILLE

Screen Play by Walter DeLeon, C. Gardner Sullivan and Jesse Lasky, Jr. Based on an Adaptation by Jack Cunningham of a Story by Ernest Haycox. A Paramount Picture.



KINEMATOGRAPH WEEKLY
May 18, 1939

Hell on Wheels! THAT'S UNION PACIFIC

GREAT PICTURES DESERVE GREAT ADVANCE SELLING!

1 IT'S THE GREATEST DeMILLE OF 'EM ALL!

"UNION PACIFIC" is the story of the West and the railroad that made it great . . . a story of boundless courage and unconquerable bravery . . . a story packed with excitement, adventure and thrills.

"UNION PACIFIC" has everything that makes a picture a box-office attraction — important names, a story that captures the imagination, a title that signifies bigness and production value — and CECIL B. DEMILLE!

2 GIGANTIC LONDON PREMIERE!

Tremendous national and local advertising co-operative schemes with every exhibitor. National and local tie-ups with the country's biggest advertisers — these are some of the points that provide the basis for a campaign that has never been matched!

3 PERFECT AUDIENCE MATERIAL — DEAD EASY TO SELL!

"UNION PACIFIC" is the greatest spectacle DeMille has ever made — but it's also one of the greatest love stories ever to come out of Hollywood. The three-cornered romance between Barbara Stanwyck, Joel McCrea and Robert Preston is at once tender and thrilling, poignant and exciting — sure-fire audience stuff which you can smash across in your advertising campaign! "Union Pacific" is a great romantic drama, as well as a great spectacle!

WATCH PARAMOUNT! There are more Big Money-Spinners on the way!

THE ROUTE OF DeMILLE'S SPECIAL— UNION PACIFIC

MANCHESTER	LEEDS	NEWCASTLE	LIVERPOOL	CARDIFF	BIRMINGHAM	GLASGOW
Paramount Theatre	*Paramount Theatre*	*Paramount Theatre*	*Paramount Theatre*	*Capitol Theatre*	*Paramount Theatre*	*Paramount Theatre*
TUES. MAY 23 10.45 A.M.	TUES. MAY 23 11.0 A.M.	WED. MAY 24 10.30 A.M.	WED. MAY 24 10.45 A.M.	WED. MAY 24 11.0 A.M.	FRI. MAY 26 10.30 A.M.	FRI. MAY 26 10.45 A.M.

REVIEWS FOR SHOWMEN

Lucky Night

M-G-M. American (A). Directed by Norman Taurog. Featuring Myrna Loy, Robert Taylor and Henry O'Neill. 7,370 feet. Released October 9, 1939.

CRAZY, inconsequential comedy, the irresponsible theme of which supports the proposition that "safety first" is an enemy of enjoyment and full living. It's good fun, extravagant as its slender story is, while it concentrates on laughter, but it is less happy when it takes its easy philosophy too seriously

Fortunately, gay irresponsibility predominates. Star values do the rest. Capital light booking for the crowd, once with a cast that is definitely box-office.

Story.—Cora, independent daughter of Calvin Jordan, a steel magnate, can't find a husband in her own town. At her father's suggestion, she decides to start from scratch and seeks romantic adventure amongst those who work. She soon finds her purse empty and finishes up by sharing a park bench with Bill Overton, an incorrigible but penniless optimist.

Bill is convinced that Cora is his lucky star and between them they win the jackpot in a fruit machine and, capturing a bandit with a car they had won in a lucky dip, they reap a rich reward. Their wild night ends with them getting married while drunk. Cora reproaches herself when she reflects on the circumstances of their marriage, and her father fails to conceal his disappointment, but Bill is filled with optimism and determines to make their marriage a success.

He gets a job and provides a modest flat for Cora, but reverts to type and goes haywire when he is given a rise. Cora wants security, and memories of the regrettable end to their wild night cause her to leave Bill. Bill, however, takes a drink, follows her, persuades her father to share a bottle, and finishes up by convincing both her and her father that life is robbed of its zest if you worry about the future.

Acting.—Myrna Loy is an attractive, provocative and human Cora. Robert Taylor lacks polish and finesse as Bill, but has eagerness and good looks to balance his performance. The two are an attractive team. Henry O'Neill is next best as Cora's father, while Douglas Fowley registers many laughs as a night-club proprietor.

Production.—The wild night escapades are bright and original, and much of the domestic detail is touching; it's the incongruous serious moments, made all the more ridiculous by flowery and high-falutin dialogue, that throw the frolic occasionally out of gear.

Bill's defence of Cora following their madcap marriage and the scene in which Cora and Bill decide to separate are, for instance, entirely out of step with the play's happy-go-lucky philosophy. The ability of the young stars to shake off depression is, however, unfailing.

In spite of its vacillations, the film ends with much laughter, a touch of gentle pathos, and no little point to its credit.

Points of Appeal.—Bright basic theme, good sentiment, smart situations, excellent team-work, first-class technical presentation, feminine angle, good title and box-office stars.

Calling Dr. Kildare

M-G-M. American (A). Directed by Harold S. Bucquet. Featuring Lew Ayres, Lionel Barrymore and Laraine Day. 7,769 feet. Released November 6, 1939.

MEDICO romantic melodrama. "Young Dr. Kildare," the parent picture, achieved full measure of success and, with the present craze for films in series, a sequel was inevitable. Here it is.

Its point is not so profound as that of its predecessor, but with all its artifice it is, nevertheless, an entertaining mixture of truth and hokum. Furthermore, it has box-office benefit of continuity of plot and character. Incidentally, the last word is Lionel Barrymore's; he gets it over. Very good general booking.

Story.—Irascible, tyrannical, but brilliant and understanding Dr. Leonard Gillespie believes that a knowledge of human nature is a necessary adjunct to success in medicine and surgery. His protégé, young Dr. Kildare, promising son of a small town practitioner, needs real life experience, and he has him transferred to a district station. Mary Lamont, a pretty nurse, is assigned to keep an eye on Kildare.

Kildare attends Nick, a young man who has been shot and is wanted for murder. Partly because of an intuition that Nick is innocent, and partly because of his infatuation for Nick's sister Rosalie, Kildare foolishly keeps quiet. His silence makes him an accessory after the fact. When Gillespie learns the truth he tries to get Kildare out of the way, but the manœuvre meets with little success. Eventually, Kildare, with the help of Wayman, a loyal ambulance driver, forces the real killer to confess. Disillusionment follows when he discovers that Rosalie is the murderer's mistress. He profits, however, by the experience, and Gillespie takes him back under his wing.

Acting.—Lew Ayres acts naturally and sincerely as Kildare, but it is Lionel Barrymore as the sarcastic but understanding Gillespie, who forces theatrical action to serve the ends of truth.

Lana Turner is a tempting Rosalie, Samuel S. Hinds and Emma Dunn are sympathetic as Kildare's parents, and Nat Pendleton is refreshingly tough as Wayman. Laraine Day, George Offerman, Jun., and Reed Hadley are the most prominent of a first-rate supporting cast. Juvenile Bobs Watson further strengthens the feminine angle by appearing as a cripple boy, one of Gillespie's patients.

Production.—The surgical detail, particularly when Kildare saves Nick's life by giving a transfusion of his own blood, is a bit grim, but otherwise the play steers an entertaining and steady, if innocuous, course between sex, science and domesticity. Its main planks, fashioned from Kildare's rude emancipation, and Gillespie's dour humanity, serve it in good stead. The sentimental touch, represented by the understanding of Kildare's parents, does the rest.

Points of Appeal.—Entertaining story, good dramtic twists, natural comedy, graphic detail, human angle, good acting and star and title values.

Whispering Enemies

Columbia. American (A). Directed by Lewis D. Collins. Featuring Jack Holt, Dolores Costello and Addison Richards. 5,576 feet. Release not fixed.

HERE we have a melodrama that unearths a new racket, it shows how whispering is maliciously employed to wreck competitors in big business. Many of its revelations are intriguing, but there are moments when promise is dissipated by loose treatment.

Still, although it frequently flouts reason, it makes the popular grade. Jack Holt and the attractive supporting cast do the trick. Reliable star booking for the masses.

Story.—Stephen Brewster, proprietor of a cosmetics firm, is put out of business by a whispering campaign against his products started by George Harley, general manager of the rival house of Crandall. Brewster, who has no redress in law, decides to pay his competitors back in their own coin. He is successful, turns to other interests and makes a packet as a professional exploiter of calumny.

Meanwhile, Laura Crandall, innocent head of the Crandall organisation, determines to fight the menace, and gets a job with Brewster under an assumed name. After "getting the goods" on him, she discovers that her own manager started the trouble. At the same time, Brewster, who is now in the milk business, has a twinge of conscience, and this brings him to jail. While there he employs rumour to better purpose, and prevents a prison break. A pardon follows. On his release, he marries Laura.

Acting.—Jack Holt is Stephen Brewster, but it can hardly be said that his is the true-blue hero. However, there are excuses for the character's plunge into mean practice, and mitigation in spectacular retribution. The star will shake up his fans, but without loss of popularity.

Dolores Costello's good looks cover up her limited acting ability, she gets away with the rôle of Laura; Addison Richards, Joseph Crehan and Pert Kelton are sound in support.

Production.—The opening's good; it has the support of originality, but things move too swiftly for conviction to be maintained. Rumour can be both a blessing and a curse, and in trying to illustrate both sides action frequently lapses into the novelettish. However, the star and supporting cast stay the course, even if the theme doesn't, and between one and the other, the film will pass for safe mass entertainment.

Points of Appeal.—Original, if extravagant theme, good cast, ambitious technical presentation and star values.

The Family Next Door

Gen.F.D. Universal. American (U). Directed by Joseph Santley. Featuring Hugh Herbert, Ruth Donnelly and Eddie Quillan. 5,400 feet. Release not fixed.

DOMESTIC comedy fashioned from a formula that has brought more than one series to established box-office success. Essentially a family affair, its gibes are directed at suburbia and the typical match-making mother. Both the humour and the sentiment are evergreen, hence its capacity to raise a laugh and a lump in the throat in practically any company. Incidentally, cast values are by no means inconsiderable. Very good light booking, particularly for family and industrial halls.

Story.—"One-Trip" plumber George Pearce has a wife who is socially ambitious; a son, Sammy, who thinks that he has a big business brain; a grown-up daughter, Laura, who is man-mad; a small son, Rufus, who is scientifically inclined; and Susan, a baby girl. Sammy meets Bill, nephew of a local big-wig; believes that Bill's aunt is buying land on the strength of a proposed railway, and persuades his mother to invest her's and his father's savings. Laura is thrown at Bill by Mrs. Pearce, but a party given to encourage romance ends in fiasco.

By this time the head of the family not only learns for the first time of the investment, but also that it is worthless. However, Rufus has an idea that the land is of value, and his opinion is later confirmed by Harold, one of Laura's old flames. They are prevented from selling out at a knock-out price in the nick of time, and so everything in the garden's lovely at the fade-out.

Acting.—Hugh Herbert is good as "One-Trip" plumber George Pearce; his inimitable comedy suits the rôle admirably. Ruth Donnelly "puts on the pot" in an amusing fashion as Mrs. Pearce, Eddie Quillan and Bennie Bartlett are good as Sammy and Rufus, and Juanita Quigley is bright as baby Susan. The only fly in the histrionic ointment is Joy Hodges, as Laura; she overacts.

Production.—The presentation is a little meagre, but otherwise the cast-iron gags are well timed and put over. Snobbishness is the key to the domestic romp, and the sidelights on middle-class domesticity are so handled as to make sure of the hitting home of most of the humour. A suspenseful climax and a cast that is popular, as well as well-nigh flawless, complete the entertaining illusion, which, by the way, approximates closely to life. Feminine appeal is, of course, abundant.

Points of Appeal.—Obvious, but human and amusing story, resourceful direction, particularly good cast, homely atmosphere, feminine angle and good title.

Let Us Live

Columbia. American (A). Directed by John Brahm. Featuring Maureen O'Sullivan, Henry Fonda and Ralph Bellamy. 6,477 feet. Release not fixed.

ROMANTIC melodrama, the arresting basic theme of which comes in the "snatched from the chair" category. It has, however, other interests besides the cultivation of tension and suspense. It is also an illustration of the fallibility of circumstantial evidence, an essay on the uneasy foundation of a political faith, and a knock at officialdom.

Its wide assertions are supported mainly by the long arm of coincidence, but the stark sincerity of the acting—Maureen O'Sullivan and Henry Fonda are superb—cleverly offsets fictional twists. It is grim but generously endowed with feminine appeal. Very good mass booking.

Story.—Brick Tennant, a young taxi-driver, is all for freedom and the right to live, but his faith in democracy is rudely shattered when he is wrongfully arrested, together with his pal, Joe Linden, for murder and robbery, identified by witnesses, tried, and sentenced to the chair. Mary Roberts, his loyal wife-to-be, is unable to furnish a watertight alibi, but has the sympathy of Lieutenant Everett, a police officer.

Everett believes in Brick's innocence and resigns from the force rather than see justice impeded by red tape. The only hope of saving Brick and Joe is to find the cab used by the real killers, and eventually this is done. The police and the district attorney still refuse to move, but Everett and Mary follow up vital clues and apprehend the real murderers in time to snatch Brick and Joe from the chair.

Acting.—Henry Fonda gives a strong, sincere and emotionally secure performance as Brick, champion of the rights of "little people," and Maureen O'Sullivan is no less convincing as Mary. Ralph Bellamy is also good as Everett, and so is Alan Baxter as Joe. George Douglas, Peter Lynn, Stanley Ridges, Henry Kolker and juvenile Martin Spellman complete a flawless cast.

Production.—The hard-luck angle is relentlessly stressed, but although the timing is, on occasion, serial-like, the playing of emotionalism against grim physical action is effective. Good use, too, is made of dramatic irony. Brick's faith in democracy is no sooner voiced than put to cruel test. Refusal on the part of the district attorney and the police to work to other than the text book is a dig at officialdom and, at the same time, a contribution to all-important penultimate suspense.

With all its issues no conclusions can be drawn from the film, but in this respect it differs little from life. Anyway, its aim is melodrama of universal appeal and everything is exploited to this estimable box-office end.

Points of Appeal.—Holding story, human sub-theme, grim twists, tender sentiment, graphic atmosphere, excellent characterisation, feminine angle, and star and title values.

Elephants Never Forget

United Artists. American (U). Directed by Gordon Douglas. Featuring Oliver Hardy, Harry Langdon and Jean Parker. 6,553 feet. Release not fixed.

SPECTACULAR period pantomime with a Southern atmosphere and accent, turning on the proverbial sagacity of the elephant. The film engages laughter when it sticks to slapstick—Oliver Hardy has an effective stooge in "Miss Zenobia," an elephant—but is less sure of itself when it widens its interests. Still, the strong and attractive cast retains its personality and in the individual efforts of the principal players is reposed a fair measure of popular light entertainment.

Story.—Dr. Tibbitt, a Southern practitioner, attends Miss Zenobia, an elephant belonging to Professor McCrackle, a medicine man. Zenobia shows her appreciation by following Tibbitt about like a faithful dog, and Tibbitt's embarrassment has no measure. Tibbitt's daughter Mary is in love with Jeff, son of Mrs. Carter, a local society woman, but his mother does not approve. In order to wreck the romance, Mrs. Carter persuades McCrackle to sue Tibbitt for alienation of the elephant's affections. Half way through the case a piccaninny recites the Declaration of Independence and its wise words prompt a burying of hatchets. Following this, the elephant has a baby, thereby revealing the source of its interest in Tibbitt.

Acting.—Oliver Hardy is Dr. Tibbitt, and he comes into his own every time the script calls for slapstick. "Miss Zenobia," the elephant, and he are an effective team. Harry Langdon has a very small part as McCrackle, but Billie Burke and Alice Brady air their flair for character comedy. The conventional love interest is in the safe and attractive hands of Jean Parker and James Ellison.

Production.—This comedy is, at one and the same time, a parody of the South, buffoonery at the expense of the elephant's sagacity, and a confirmation of the wisdom of the American Declaration of Independence. Serving three masters is no easy task, particularly if the third demands an incongruous ingress into the benefits of democracy and patriotism. Fortunately, slapstick is the most insistent of its multifarious interests. Title and star values should clinch the deal.

Points of Appeal.—Popular slapstick, excellent technical presentation, strong cast, and shrewd title.

THE WEEK'S FILMS AT A GLANCE

Title and Renter.	R.T. and Certificate.	Stars.	Remarks.	Box-Office Angle.
Calling Dr. Kildare .. .. (M-G-M)—American.	86 min. (A)	Lew Ayres, Lionel Barrymore, Laraine Day.	.. Medico romantic melodrama, a box-office successor to "Young Dr. Kildare." Story popular, acting very good and presentation graphic. Feminine appeal strong.	Very good general booking. Nothing to harm youngsters.
Elephants Never Forget .. (United Artists)—American.	73 min. (U)	Oliver Hardy, Harry Langdon, Jean Parker.	.. Spectacular period pantomine turning on the proverbial sagacity of the elephant. Story sketchy but slapstick interludes and cast popular.	Potential winner for the masses and juveniles on title and star values.
Family Next Door, The .. (Gen.F.D.-Universal)—American.	60 min. (U)	Hugh Herbert, Ruth Donnelly, Eddie Quillan.	.. Domestic comedy fashioned on cast-iron lines. Story obvious but bright and human, cast very good, and direction resourceful. Human angle strong.	Very good light booking. Family appeal strong.
Let Us Live .. .. .. (Columbia)—American.	71 min. (A)	Maureen O'Sullivan, Henry Fonda, Ralph Bellamy.	Romantic melodrama of comprehensive theme and tense and suspenseful climax. Acting very good, atmosphere graphic and basic sentiment appealing.	Very good mass booking. Hardly suitable for children.
Lucky Night .. .. .. (M-G-M)—American.	82 min. (A)	Myrna Loy, Robert Taylor, Henry O'Neill.	.. Gay, inconsequential marital comedy with a bright basic theme and good twists. Team work excellent, staging ambitious and feminine appeal strong.	Capital light booking for all classes, family included.
Whispering Enemies .. (Columbia)—American.	61 min. (A)	Jack Holt, Dolores Costello, Addison Richards.	.. Melodrama dealing with a new racket. Story a trifle fantastic, but acting good and presentation convincing.	Reliable star booking for the masses. Safe for youngsters.

A. E. Crabb, divisional publicity manager of Gaumont-British, took advantage of the fact that the Jessie Matthews-Sonnie Hale show "I Can Take It" was playing in Birmingham and persuaded them to attend the West End Cinema where THE GAUNT STRANGER (A.B.F.D.), in which Sonnie Hale plays an important part, was being shown

TRADE AT PLAY

"Kine." Cup for Champion Darts Team

STAR TO MAKE PRESENTATION AT LEAGUE DANCE

WALLY PATCH, the well-known film comedian, has consented to make the presentation of the KINE. WEEKLY Cup to Kay's Labs, Kine. Trade Darts League champions, at the league's social and dance to-morrow (Friday, May 19). The donation of medals to the winners and runners-up will follow.

The cup presentation has been arranged as the highlight of an attractive programme formulated for the social, which is to take place at the St. James Men's Club, Greek Street, and members of the Trade who decide to join in the celebrations are assured of a very enjoyable evening.

Hearty congratulations must be extended to Kay's Labs, the champions, for their consistent performance which resulted in a convincing win. The standard of play throughout the league, however, is exceptionally high, as is illustrated by the table below.

	P.	W.	L.	Pts.
Kay's (West End) Labs ...	16	13	3	26
National Screen Service ...	16	10	6	20
Artists	16	9	7	18
Film Laboratories	16	9	7	18
General Film Distributors	16	7	9	14
Geo. Humphreys	16	7	9	14
Gaumont-British	16	6	10	12
Pathé	16	6	10	12
Paramount Pictures... ...	16	5	11	10

L. Stammers has efficiently carried out the duties of secretary to the league for the past season.

Barbara Stanwyck and Robert Preston in the de Mille railway epic UNION PACIFIC (Paramount)

YORK R.E.F.'s SUMMER PROGRAMME

Cricket and Golf Fixtures

A FULL and varied programme of sporting events, including cricket, golf and outings, has been arranged for members of the Yorkshire Cinema R.E.F.'s Association which is now in its second year. A fixture card received from secretary Frank Clifford gives prominence to the annual Renters v. Exhibitors cricket match for the Blakeley Challenge Cup at present held by the exhibitors—which will take place next Sunday, May 21, at Burmantofts C.C., Leeds. Another match of Trade importance is that against the Emery Circuit on July 16, on the same ground.

Six golf tournaments have been arranged, including the match against the Manchester Trade on July 2, and the 18-hole stroke competition for the "1939" President's Putter, presented by Percy Goodall. This is to take place on August 22.

In addition, there are two outings, one to "Glebelands" on July 19, and the other to Scarborough on September 3.

The annual luncheon and general meeting is fixed for December 19 at the Guildford Hotel, Leeds.

GRAND NATIONAL'S SPORTS SHORTS

Eight One-Reelers Featuring World Champions

No. 1 of Grand National's series of eight one-reelers, entitled "The World of Sport," which was shown prior to the Trade show of "The Missing People" on Tuesday, is claimed to be of intense topical interest to-day, when the National Fitness Campaign is at its height. It is designed to interest both those who take an active part in sport and those millions who are always interested in the activities of the stars of the athletic world.

Produced by John Betts, and with a commentary by Harold Abrahams, the popular B.B.C. sports commentator, each one of the eight short features in the "World of Sport" series will feature several athletes whose names are household words: Pam Barton, the famous golfer; Len Harvey, British Empire heavyweight champion; J. Lovelock, world's champion runner; Ted Phelps, the famous sculler; the famous Isander Ladies' diving team.

GOLF

EDINBURGH TWO UP ON GLASGOW

Liverpool Competition Results

EDINBURGH golfers scored a win over Glasgow when their annual match was played at Dalmahoy, Edinburgh, on Sunday. The match was one of eighteen a-side. Edinburgh won nine matches, Glasgow seven, and two were halved. W. H. Albin, J. Davies and Tom Battison made the arrangements at the Edinburgh end, and Jack Brackenridge and John Boyd mustered the Glasgow team. The following were the results:—

GLASGOW.		EDINBURGH.	
J. Brackenridge (5 and 3)	1	L. Askey	0
J. Moyes	0	J. Davies (3 and 2)	1
J. Gibson (1 up)	1	W. H. Albin	0
G. Foster (3 and 2)	1	P. Burns	0
J. Boyd (3 and 2)	1	J. C. Robertson	0
J. Kane	0	Arthur Lunn (4 and 2)	1
D. Ross	0	Gordon Poole (5 and 3)	1
G. Pirie	0	G. McSavage (5 and 4)	1
T. Cross	0	G. McGhee	0
T. Rauchope (1 up)	1	R. McLaughlin	0
T. Lee	0	T. Loch (2 and 1)	1
A. Pickard	0	J. Brown (1 up)	1
J. Arthur	0	W. M. Cameron	0
G. Lee, jun. (6 and 4)	1	R. Wood	0
G. Mark (2 up)	1	W. Norrie	0
W. Copeland	0	A. Connell (4 and 3)	1
A. E. Pickard	0	A. Colville (1 up)	1
J. Colville	0	J. Miller (1 up)	1
	7		9

Two matches halved.

Tie for Liverpool Trophy

Nearly 30 members of the Trade entered the annual golf competition organised by the Liverpool and District Cinematograph Exhibitors' Social and Sports Committee (under the auspices of the North-Western Branch, C.E.A.), and held at Childwall Golf Club on Tuesday.

The principal award was the silver cup to be held by the winner for twelve months. The first prize (canteen of cutlery) was given by W. J. Grace; scratch prize (set of silver fruit servers) by W. J. Speakman, and second (cut glass decanter) by Philip M. Hanmer.

The prizes were presented to the winners at the dinner held in the club house at the close of the competition. Another presentation was that of the silver challenge trophy awarded annually by the Liverpool C.T.B.F. Committee to the renter having the best average trade show collections. This went to Arthur Sydney (Associated British Picture Corporation) for the second successive year. He was handed a replica of the trophy for his win in 1937; Leslie Blindo (G.F.D.), winner of the trophy in 1936, was also handed a replica.

The committee responsible for the organisation of the golf competition comprised: P. M. Hanmer (chairman), G. Dudley West (secretary), C. Adams, R. H. Godfrey, R. P. Rutherford, and W. J. Speakman.

For the trophy a tie resulted, and after a toss of a coin the first prize was awarded to Frank Chisnall, 86-14=72, and the second prize to C. J. Doyle, 93-21=72. D. H. Horrocks received the third prize for his score of 83-10=73.

The trophy will be played for at a later date.

In the 18-hole competition the Scratch Cup and prize was won by R. A. Dwyer, 75, off scratch, and the Handicap Prize for handicaps of 16 and over by P. N. Hanmer, 91-17=74.

W. J. Grace was handed a replica of the trophy which he won in last year's competition, and R. A. Dwyer a replica of the scratch prize also won last year.

A.B.C. GOLFERS' CLUB

The summer meeting of the A.B.C. Golfers' Circle will be held at the firm's Dyke course on Sunday, June 11. The Hatch End ground is now a greatly improved course, and a big turn out is confidently anticipated. The president of the Circle, A. S. Moss, will be present, and the big event of the day will be the fight for the Coltman Cup, a silver replica of which will remain the property of the winner.

BIG STARS FOR A.C.T. BALL

Gracie Heads Brilliant Cabaret Turns

Headed by Gracie Fields (by permission of 20th Fox) a brilliant array of front-rank artistes will appear in the cabaret at the A.C.T. Ball to-night (Thursday) at the Astoria Dance Salon. These are Douglas Byng, Ronald Frankau, Steve Geray, Suzette Terri and the Five Acromites. Stars of the screen will also be present, including Ellen Drew and Ray Milland, now co-starring in "French Without Tears."

Joe Loss and his Band and Jack White and his Collegians will play for dancing, and tickets (5s. each) can be obtained from The Astoria Dance Salon, A.C.T. Studio, laboratory and newsreel representatives, or The Association of Cine-Technicians, 145, Wardour Street, W.1.

Opening Without Ceremony

Brick-built, of modern construction and design, the new Curzon kinema at Waterlooville, Hants, was opened without ceremony on Monday evening. Situated on the main Portsmouth-London road, it serves the need of a rapidly developing district, and provides accommodation for nearly 900 people. Parking provision has also been made for 100 cars.

The new kinema has been built for Waterlooville Picture Theatre, Ltd.

R. B. Living has been appointed manager.

"JAMAICA INN"

Audience Acclaims Laughton's Latest

The new Pommer-Laughton production, "Jamaica Inn" opened last week-end at the Regal, Marble Arch, to business worthy of this big calibre production. Saturday, despite brilliant sunshine and summery conditions, produced the highest number of admissions for that day since the showing of "Alexander's Ragtime Band." Sunday gave the biggest figures obtained for six months past.

Showing Next Week in London

Astoria.—"Yes, My Darling Daughter" and "They Drive By Night" (First National).

Carlton.—"Love Affair" (RKO-Radio).

Curzon.—"Pygmalion" (G.F.D.).

Davis, Croydon.—"Say It In French" and "Arrest Bulldog Drummond" (Paramount).

Dominion.—"Made For Each Other" (U.A.) and "Burn 'Em Up, O'Connor" (M-G-M).

Empire.—"Let Freedom Ring" (M-G-M).

Gaumont.—"Wuthering Heights" (U.A.).

Leicester Square.—"Three Smart Girls Grow Up" (G.F.D.).

London Pavilion.—"Elephants Never Forget" (U.A.).

Metropole.—"The Duke of Westpoint" (U.A.) and "The Girl Downstairs" (M-G-M).

New Gallery.—"The Little Princess" (20th-Fox).

New Victoria.—"Yes, My Darling Daughter" and "They Drive By Night" (First National).

Odeon.—"The Four Feathers" (U.A.).

Paramount.—"The Duke of West Point" (U.A.).

Paris.—"La Bête Humaine" (United Curzon Corp.) and "Always In Trouble" (20th-Fox).

Plaza.—"Midnight" (Paramount).

Regal.—"Jamaica Inn" (A.B.P.C.).

Ritz.—"The Lambeth Walk" (M-G-M).

Stoll.—"Stand Up and Fight" (M-G-M) and "Trade Winds" (U.A.).

Tivoli.—"The Sisters" (First National) and "Thanks For Everything" (20th-Fox).

Warner.—"Dark Victory" (First National).

ANGLO-AMERICAN PLANS TO PRODUCE FOUR

"Mr. Walker Wants to Know"

The production programme arranged for the next three months by Anglo-American Film Corporation includes four important subjects which it is announced will be made with first-class star values by directors of established repute.

They are: "Mr. Walker Wants to Know," starring Syd Walker and directed by John Baxter; "Gas Light," which David Macdonald will direct; "Mother Riley Joins Up," starring Lucan and MacShane; and a colour subject, "Sentries of the Empire."

In "Mr. Walker Wants to Know," Syd Walker, of "Band Waggon" fame, plays the rôle with which his enormous public have always associated him. As a junk pedlar he comes across a young man who is suspected of a crime under the most unusual conditions. A natural curiosity prompts him to investigate the mystery, and in a story full of suspense, thrills, and with scenes of comedy of which Syd Walker is so highly capable, he unravels the mystery.

An important cast is being lined up to support Syd Walker, and the direction will be in the capable hands of John Baxter.

"Gas Light," by Patrick Hamilton, one of the most successful plays of the year, which has just completed a record run at the Apollo Theatre, has been acquired in face of severe competition from the leading American and English producers. The amazing story, woven around a most unusual plot, is to be directed by David Macdonald, unquestionably one of England's foremost directors. It will go into early production with a cast of big box-office names.

Among the biggest box-office names in British comedy are those of Lucan and MacShane, the first of whose series of pictures for Anglo-American will be "Mother Riley Joins Up," a comedy story written by Jack Marks and Con West.

Preparation is well advanced on a colour subject which is tentatively entitled "Sentries of the Empire." This ambitious picture will depict the life of an officer in one of the remotest outposts of the Empire. Every care is being lavished on this production to ensure that it will rank among the foremost of epics brought to the British screen.

"BRITAIN'S LIFE LINE"

The third issue of "The Passing Show" has been completed by British Film Arts on the subject "Britain's Life Line." It is claimed to be an up-to-the-moment topical exposition of the urgency of provisioning Britain from her home and Empire sources. Scenes have been photographed in various parts of the British Empire, and the film contains beautiful and interesting shots of Australia, South Africa, British Guiana and India, apart from the Home Counties. The British Navy comes in for her share in scenes illustrating the protection of Britain's convoys and lines of communication.

HAL ROACH
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Elephants never forget

OLIVER H
BILLIE BU

with

JAMES ELLISON • JEAN PARKER
JUNE LANG • STEPIN FETCHIT
Hall Johnson Choir

Directed by GORDON DOUGLAS

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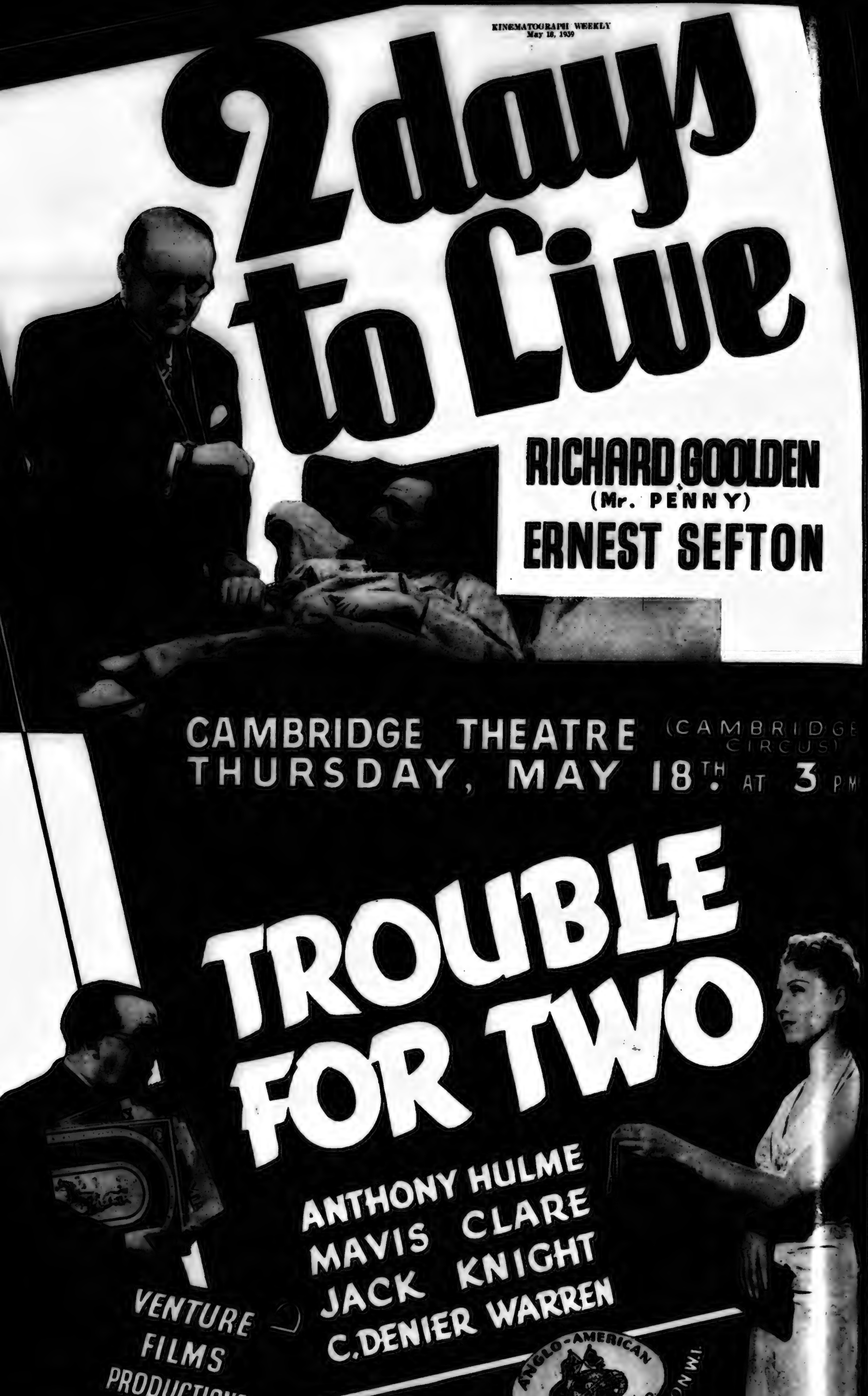
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RICHARD GOOLDEN
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THURSDAY, MAY 18TH AT 3 PM
TROUBLE FOR TWO
ANTHONY HULME
MAVIS CLARE
JACK KNIGHT
C. DENIER WARREN
VENTURE FILMS PRODUCTIONS
ANGLO-AMERICAN

Lew Ayres in CALLING Dr. KILDARE, reviewed in this issue

NORTHERN IRELAND NEWS

"The Warning" Goes Over Big in Belfast

SPECTACULAR SCENES AT THE RITZ

J. D. RUSSELL, manager of the Ritz, Belfast, should be well satisfied with the manner in which he put over "The Warning." He has set a record which will be hard to equal. Apart from lobby displays by local units and stage appearances by Red Cross, Military, Fire Brigade, Naval and A.R.P. units, he also had Cabinet Ministers and leading citizens speaking to the audiences in support of the National Service and other campaigns.

He was able to have the searchlight crews of the Anti-Aircraft Brigade give a demonstration at night in which they tried to pick out an aeroplane flying over the Ritz as the audience were leaving. The searchlights were stationed in different parts of the city, one of them being alongside the theatre. Thousands of people watched the manœuvres, which lasted an hour, and special police controlled the traffic.

The authorities are delighted with the effect of "The Warning" in waking up public opinion, and are expressing their appreciation to A.B.C. for showing the film.

No picture has ever "crashed" into such prominence in Belfast newspapers. All the stories were well written and effective. At Londonderry, at the Palace, Cedric Burling, who is in charge during the illness of Billy Knox, also did good work with the film, and his campaign was inaugurated by the Mayor, Captain Sir James Wilton, and the local National Service Committee.

Columbia Promotion

Columbia has promoted M. Mitchell, who has been in charge of their Northern Ireland branch, to Dublin. He takes with him the good wishes of all exhibitors, with whom he has achieved considerable popularity. He will certainly be a success in Dublin, for his tact and good humour have created a great impression in Northern Ireland. His successor is J. Ritchie, who at one time was with Paramount in Dublin.

Another Tourney

So great was the success of the recent golf tourney organised by the White Cinema Club that the committee is proceeding to arrange a summer competition. President Harry Wilton is leading in making the programme a notable one.

PLAYHOUSE, HULL, BADLY DAMAGED BY FIRE

Only Four Walls Left Standing

Fire which broke out on Thursday a few minutes before the doors were due to be opened for a matinee performance, destroyed the Playhouse Cinema, Hull, one of the city's oldest kinemas.

In a statement to the "KINE.," Brenton Symmonds, the manager, said: "The fire has resulted in thousands of pounds' worth of damage. The screen, stage and roof have all been destroyed, the organ has been put completely out of action, and the operating box has been extensively damaged by water. All the seating, too, has been ruined. Before we can reopen we shall require practically a new building, as to all intents and purposes only the four walls of the building are left."

Owned by Hull Picture Playhouses, Ltd., the Playhouse was only recently reopened after undergoing extensive alterations.

EMPIRE, NUNEATON

A Denial by P. Elliman

An announcement in the KINE. of May 4 stating that the Elliman circuit had acquired the A.B.C. Empire kinema at Nuneaton for conversion into a variety house is stated by P. Elliman to be incorrect.

Mr. Elliman informs the KINE. that although negotiations in that direction are proceeding they are not concerned with the theatre mentioned.

The mistake is regretted and also any inconvenience which its publication may have caused to the interests concerned.

P.R.S. Grows

An increase in its membership of forty-two during the last quarter is announced by the Performing Right Society, which next month celebrates its twenty-fifth birthday. The total number of its members is now 1,745.

THE WEEK IN SCOTLAND

Bench's Warning on Crowding

IF IGNORED CONSEQUENCES WILL BE SERIOUS

AT the annual Licensing Court held in Hamilton the presiding bailie pointed out that several complaints had been received by the authorities regarding the crowding of passages in kinemas.

The Court, he said, was desirous of drawing the attention of managers to the danger of this practice. He hoped that with this public warning from the Bench it would not occur again. If the warning was ignored consequences of a serious nature might follow.

Cosmo Opening

Scotland's first repertory kinema, the Singleton "Cosmo," off Sauchiehall Street, Glasgow, is scheduled to be opened to-day (Thursday) by Lord Nigel Douglas-Hamilton, Commissioner for Special Areas in Scotland. The Lord Provost will also be in attendance.

George Singleton's policy is to run mostly Continental programmes, and the opening feature is the French film: "Un Carnet de Bal."

It is noteworthy that the Cosmo is the first kinema in Scotland to instal Automaticket's Model T streamlined silent action machine.

The offices of Singleton Cinemas have been transferred to the Cosmo Cinema, Rose Street. The telephone number is Douglas 2151-2152.

Fred Green in America

Fred Green, who is visiting the States, is certainly living up to his reputation as a hustler. Exactly nine weeks after leaving Southampton Fred arrived in San Francisco by plane.

While in California he is visiting Hollywood, and should have something interesting to tell when he returns to Glasgow at the end of the month.

Hamilton Tie-up

Reggie Miller, who has recently taken over the management of La Scala, Hamilton, arranged a very effective tie-up with the showing of "You Can't Take it with you."

Prior to and during the run of the film patrons were given an opportunity of contributing to the local branch of the Queen's Institute of District Nursing. Shopkeepers in the town co-opearted by having collection boxes placed on their counters with the slogan: "Tip it in. You can't take it with you."

Kinemas' Help for Hospitals

TRIBUTE TO EXHIBITORS AT CLUB LUNCHEON

A FURTHER tribute to the good work of Glasgow kinemas in the cause of charity was paid by James H. Henderson, general secretary of the St. Andrew's Ambulance Association speaking at the 'Cinema Club luncheon last Friday.

"Through special performances and collections and donations, kinemas had given nearly £1,000 to the association recently," he said.

He appreciated all that had been done by the kinemas, and was glad of the opportunity to give this personal tribute and thanks.

In welcoming guests at the luncheon President Gordon made special reference to the presence of John R. Turner, the new secretary of the C.E.A. Scottish Branch.

A report of the last Cinema Club ball showed a profit of £122 18s., which was allocated as follows: £50 to the Scottish Cinema Trade Benevolent Fund; £10 each to the Royal, Western and Victoria Infirmaries, and the Lord Provost's Relief Fund, the remainder being left in Club funds.

The President referred to the recent golf outing to Gleneagles, and appealed for the same generous support for the Dunblane outing on Sunday, June 12.

As Past President Healy would not be able to attend the next luncheon, as he expects to be cruising in the Mediterranean, the opportunity was taken to present him with a gold wristlet watch in recognition of the services rendered to the club during his year as president. The presentation was made by President Gordon.

Errol Flynn and Olivia de Havilland in the Technicolor production DODGE CITY shortly to be Trade shown by First National. See story below

First Regional Film Library Opens in Glasgow

A VALUABLE AID TO SCHOOLS

A centre for the distribution of films to schools—the first regional film library in Gt. Britain—was opened in Glasgow last week by Sir Hector Hetherington, Principal of Glasgow University.

This has been made possible by a £5,000 grant from the Carnegie Trust. It has already 200 films in stock and in a few months this number will be trebled. Lord Nigel Douglas Hamilton presided at the opening of the library, which coincided with a conference on visual education held in the Stow College.

Sir Hector Hetherington said that the Carnegie Trustees realised that Scotland was ahead of other parts of the Kingdom in the organisation of the use of films in schools.

The Central Film Library, he added, was a common-sense device for putting at the disposal of every education authority in the country a reservoir of films that were too rare to justify their possession by any one authority.

The need for showing throughout the world films dealing with the history, achievements and aspirations of this country was made by James B. Frizell, City Education Officer, Edinburgh, who presided at the conference.

An unfortunate result of recent legislation, he said, was apparently a slackening in the production of those documentary and realistic films which could be used with such great effect.

R. M. Allardyce, Director of Education in Glasgow, and John Morrison, Director of Education in Aberdeenshire, dealt with the technical problems of showing films in schools.

Mr. Morrison suggested that Education Committees might be able to utilise endowment schemes to provide apparatus or films.

Youth Needs Protection

Youthful filmgoers in this country need greater protection than is obtained from the censorship, declared J. B. Frizell, City Education Officer of Edinburgh, when he presided on Saturday in Glasgow at the annual meeting of the Scottish Educational Film Association.

The Film Institute and various social organisations had been seriously concerned with the subject of films for children. In any development contemplated by the association cognisance must be taken of wider issues.

Whether the solution was in the shape of Trade shows for children in ordinary theatres or in special children's theatres, or whether the association would require to shoulder part at least of the work, they were certain that something more than the mere negation of film censorship was needed for the protection of young people.

King Trophy Golf Draw

The draw for the first round of the King Golf Trophy was made last Friday, and is as follows: W. Carruthers (6) v. J. Brackenridge (8), J. Boyd (10) v. J. J. Thompson (6), Balfour Reekie (14) v. P. Ferguson (7), Angus Pickard (3) v. W. Massey (6).

Byes: W. Bendon (3), A. Simmons (18), R. Graham, Jun. (4), A. E. Pickard (7), W. W. Davidson (5), M. Marks (14), H. Copeland (10), J. R. McPhie (10), J. B. Reed (14), Geo. Lee (scr.), S. Grattan (10), J. A. Colville (6).

It will be noted that there are only four ties in the first round, and competitors are reminded that those must be played on or before May 23, and the first-named must advise Convener Jack Brackenridge not later than first post on May 29.

A.R.P. Sunday Films Protest

As a protest against the showing of A.R.P. films on Sundays to stimulate recruiting a number of Edinburgh wardens have resigned, but the Edinburgh National Service Committee agreed to continue their policy on the ground that the number of extremists likely to resign for such a reason would be fewer than the recruits that would be gained.

THREE MORE COMING FROM FIRST NATIONAL

"Dodge City" a Spectacular Technicolor Production

AFTER one of the busiest Trade show periods in the history of the company, in which no fewer than 15 productions have been presented, most of the outstanding offerings, First National is to present three further important pictures. These include the super Technicolor special, "Dodge City," hailed as a box-office offering of the first water, and "Naughty But Nice," a smart and sparkling comedy with a galaxy of comedy talent, and the big Max Miller comedy from Teddington, "The Good Old Days."

The presentation of "Naughty But Nice" takes place at the Cambridge Theatre on Tuesday, May 23, at 8.30 p.m. This merry show is said to give Dick Powell a straight comedy rôle as the professor of music who finds himself rushed into a whirl of jazzy adventures in the big city. Ann Sheridan appears as the night club singer who tries to lead him off the rails, while Gale Page plays his lyric-writing sweetheart. In addition to these favourites are Zazu Pitts, Helen Broderick, Allen Jenkins, and Jerry Colonna. Ray Enright directed, keeping the comedy at a lively pace and interpolated with tuneful songs.

"Dodge City" at Last

Any exhibitor who has read the American papers will be familiar with the outstanding business that has been achieved by First National's epic adventure, "Dodge City," and advance reports are such that they will certainly turn up in full force to see this magnificent presentation which for its star value, action-full story, superlative production qualities and Technicolor photography, make it a worthy successor to the record-breaking "Adventures of Robin Hood."

In America records have been broken everywhere with "Dodge City," hold-over business being the rule in practically every centre where it has played. The cast is headed by Errol Flynn, who plays the adventurous rôle of a young pioneer out west who finds himself lending his quick wits and trigger finger to the business of Empire building. Into Dodge City he rides, where lawlessness and murder go hand in hand, with the terror-stricken populace unable to cope with the welter of bloodshed that prevails. A feud between Flynn and Bruce Cabot, the town's big boss, sets the pace for rip-roaring adventure, with heightened thrill upon thrill to the sensational climax.

Olivia de Havilland, the Maid Marian of "Robin Hood," once more appears with Flynn, and in support are Frank McHugh, Alan Hale, John Litel, Henry Travers, Henry O'Neill, Victor Jory and thousands of extra players in the spectacular action scenes. Michael Curtis directed.

"Dodge City" will be one of the next pictures for presentation, and exhibitors are urged to look out for something startling and sensational in this big production.

Max Miller Again

Max Miller will be given a welcome in "The Good Old Days," the third of First National's new trio. The fact that the Cheeky Chappie has the character rôle of a travelling actor of one hundred years ago does not deprive him of unlimited opportunities to demonstrate his broad and breezy comedy. With his company of players he moves from town to town, but always must he keep a viligant eye open for the authorities since, at that time, such companies were obliged to pay heavily for their licence, and failure to possess one meant severe penalty.

"The Good Old Days" is claimed the most ambitious comedy to be made at Teddington, and vies with Burbank's best in the variety of its scenes and the slickness of its pace. With the merry Max are Kathleen Gibson as his leading lady, Hal Walters, H. F. Maltby, Martita Hunt, Anthony Shaw, Allan Jeayes, Phyllis Monkman, Wilfred Caithness, and Sam Wilkinson. The production was directed by Roy William Neill.

DEVIZES OPENING

A. Austin Pilkington's New Regal

The new Regal at Devizes, the second kinema enterprise in the Wiltshire town of A. Austin Pilkington, was opened on Monday, May 8.

The kinema has a capacity of 586, being divided as to 362 in the stalls and in the balcony 224. This latter section sweeps gracefully up from the rising stalls floor.

A remarkable feature of the theatre is the lofty and spacious entrance hall, which is clerestory lit from a crescent group of windows above canopy height.

The architect of the Regal was Ernest S. Roberts, L.R.I.B.A., who has also designed another kinema for Mr. Pilkington at Cheddar. This is now in course of building.

Midnight Charity Show at Odeon, Blackpool

A midnight matinée, with tickets ranging in price from 1s. to £1, is to be given at the new Odeon, Blackpool, on Wednesday, May 24 (Empire Day) in aid of the funds of the Blackpool Regiment of Artillery, which was recruited within a fortnight. The programme feature is the provincial preview of "The Four Feathers" and it is expected that film stars in the film will make personal appearances.

"IT'S A WONDERFUL WORLD"

Scenes from the Claudette Colbert vehicle IT'S A WONDERFUL WORLD, which M-G-M will Trade show on Friday, May 26, at the Cambridge Theatre, at 6.30 p.m. The cast includes James Stewart, Frances Drake, Guy Kibbee, Nat Pendleton, Edgar Kennedy. W. S. Van Dyke directed

Edited by P. L. Mannock

Sandy Powell to Star in Comedy Drama

"ALL AT SEA"

Navy to Co-operate with British Lion

In his new film for British Lion, "All at Sea," Sandy Powell will appear as an A.B. seaman. S. W. Smith, managing director of British Lion, has been granted facilities by the Admiralty which will give every possible co-operation during production.

Previously Sandy Powell's films have relied upon comedy and musical sequences. "All at Sea," however, marks his début in comedy drama. The new film is a story with an extremely topical atmosphere, starting in a chemical factory from which a secret explosive is stolen, and Sandy Powell, an employee, is accused of the crime. He joins the Navy, all unaware of the nation-wide search for him, and is on his way to the Mediterranean in a warship, and it is there that he meets the men who have really stolen the explosive, and the rest of the film deals with his adventures in regaining it.

Apart from the topical touches in the story the film also has a distinct patriotic flavour and many scenes will be included showing every-day life in the Navy.

The cast will also include Kay Walsh, Leslie Perrins, John Warwick, Aubrey Mallalieu, Billie Hartnell, George Merritt and Robert Rendel. Herbert Smith is directing. Hone Glendinning, cameraman, and Arthur Allcott, assistant director.

Warwick's New Role

In the new production John Warwick has a "menace" rôle as the foreman in a large chemicals factory where Powell is employed. His main object is to vent his spleen upon Sandy whenever the opportunity occurs.

The climax is reached when Sandy Powell proves beyond doubt that John Warwick and his rascally colleagues are in the pay of a "sinister foreign power," and while they receive their just deserts Sandy gets the approbation of all and sundry.

CARROLL LEVIS SIGNED BY GRAND NATIONAL

AS STAR AND TALENT SCOUT

Carroll Levis, the originator of the popular "radio discoveries" in this country, has been signed to make a film for Grand National Pictures, under the title of "Carroll Levis and his Discoveries" and will start production on or about June 26.

This contract brings to the screen one of the most popular entertainers in the country to-day, and as the film will contain not only the popular Carroll Levis himself, but also the pick of his "discoveries," it is assured of a ready-made public.

Talent Scout for Grand National

In addition to starring in this picture, Carroll Levis is to use his already proved remarkable aptitude for picking first-rate entertainers to find potential star material for the other films Grand National has already scheduled.

EMLYN WILLIAMS FOR "THE STARS LOOK DOWN"

Emlyn Williams has been cast by Grafton Productions for one of the main rôles in the film version of A. J. Cronin's best-seller, "The Stars Look Down," which will be released by Grand National.

Nancy Price has been cast in another rôle for this picture, which already has Michael Redgrave and Margaret Lockwood in two of the principal rôles.

Mutz Greenbaum will be in charge of the camera work and Carol Reed will direct.

PAUL LUKAS FOR SOMLO

"A WINDOW IN LONDON"

Paul Lukas has arrived to appear with Michael Redgrave and Sally Gray in "A Window in London," the new G. and S. film now being directed by Herbert Mason at Denham.

His part is that of a third-rate out-of-work music-hall conjurer, whose egotism and insane jealousy of his wife, played by Sally Gray, eventually bring about his downfall.

Maskelyne Signed

Jasper Maskelyne, famous illusionist and conjurer, is making his major film debut in "A Window in London."

In addition to acting in the film, Mr. Maskelyne is giving Paul Lukas lessons in conjuring to help him play the part of a poverty-stricken illusionist who works in a cheap music hall.

"Night of the Fire"

Somlo's next production will be "The Night of the Fire," a film of Newcastle's slums, with Diana Wynyard and Ralph Richardson, and Brian Desmond-Hurst directing.

Ralph Richardson plays the part of a barber who commits a robbery followed by a murder, and Diana Wynyard is his wife. The best news, however, about this production is that, all told, there are about 50 speaking parts.

"EARL OF CHICAGO"

Second Film for Montgomery

Metro-Goldwyn-Mayer are planning for Robert Montgomery to come to England to star in "The Earl of Chicago," by Brock Williams, and "A Busman's Honeymoon." Both pictures will be made at the Denham studios. Further details concerning the productions will be announced in the near future.

"Inquest"

Charter Restarts in June

Roy and John Boulting, the twin-brother producers of Charter Films, have secured the film rights of "Inquest," the play by Michael Barringer, which is making such a hit at the Duke of York's Theatre.

Francis Miller is now preparing the scenario, and it is expected that studio work will start before the end of June.

Boulting Brothers intend to make "Inquest" their most ambitious project to date.

Director Monty Banks, Gracie Fields and Sydney Howard break for tea during the shooting of SHIPYARD SALLY (20th-Fox). Otto Kanturek, lighting expert, is in the background

ALDWYCH STARTS AT DENHAM

"AN ENGLISHMAN'S HOME" CASTING

Arrangements have been completed for the Aldwych production, "An Englishman's Home," to go on the floor at Denham on Monday with Albert de Courville directing.

Edmund Gwenn is starring as the Englishman who pays no heed to war warnings, and important rôles are played by Mary Maguire, Richard Ainley and Desmond Tester.

Sidney Harrison and Neville E. Neville are joint producers. Reginald Fogwell is director of production with A. W. Barnes as production manager and Wilfrid Arnold art director. Mutz Greenbaum is chief cameraman.

The directors of Aldwych Productions, which has been given a United Artist release, include Mr. Neville and Mr. Harrison, who have been long associated with British production. Mr. Harrison has been responsible for the introduction to the screen of many now prominent British stars, including Sydney Howard, who first gained notice for his work in "Tilly of Bloomsbury."

James Mason, the leading young British actor, and a co-director with Roy and Pamela Kellino, of Gamma Films, Ltd., has temporarily forsaken the screen to play the starring rôle in the new Gilbert Miller production, "Sixth Floor," which opens at St. James's Theatre next Monday.

Sidney Harrison and Neville E. Neville, Mary Maguire, Wilfrid Arnold, Reginald Fogwell, and A. W. Barnes examine the sketches for AN ENGLISHMAN'S HOME sets at Denham (Aldwych Productions for United Artists release)

PAUL ROBESON SIGNED By Balcon

Progress on Formby Comedy

Before leaving for America on Wednesday in last week, Paul Robeson signed a contract with Michael E. Balcon to appear in a film called "David Goliath," by Herbert Marshall, who spent five years in Russia studying film production under Eisenstein.

The hero of "David Goliath" is a negro stoker who leaves his ship at a Welsh port. He becomes a tramp and a coal miner, befriends a Welsh family and goes to gaol for them, and helps a miners' choir to win at the Eisteddfod. The music and Mr. Robeson's songs are all introduced naturally into the story.

Pen Tennyson will direct.

Strenuous Fun

Unlike the daring young man on the flying trapeze, it was with the greatest of unease that George Formby, Britain's No. 1 comedian, spent a day at Ealing Studios being hurtled through the air by a group of acrobats. The fact that he was blindfolded throughout these operations worried our George less than the fact that the acrobats who had to catch him were also blindfolded.

To add a further element of danger for this hilarious sequence for the new Formby comedy, "Come On George," Anthony Kimmins, who directs the film, has written into this situation the escape of a flea circus from a neighbouring tent, with the result that between the man-handling of George the acrobats were busy attending to the bitten portions of their semi-exposed anatomies.

Joss Ambler Signed

Joss Ambler, the popular Australian character actor, has started work in the new George Formby film, in which he plays a millionaire racehorse owner who pursues George Formby throughout the story, being under the misapprehension that the latter has annexed his well-stocked pocket-book.

CHRISTY-BASS TO MAKE SHORTS

Gerry Blake's Contract

Bill Christy, of the Christy Bass Company, has signed a contract with Gerry Blake to produce and direct short interest films.

Christy, who has just completed his first production, "A Brief Case," in which George Bass, Jun., the son of the famous music-hall comedian, is starred, is a firm believer in the wide appeal of good "shorts," and in consequence has formed a separate unit which, although under his supervision, will be in charge of Gerry Blake, who has particular knowledge of this side of the Industry.

As a start it is intended to cover various subjects, so far untouched, in this country and later the unit is to go abroad.

Christy, himself, will remain in London and continue with the production of bigger subjects.

"Confidential Lady" is making good progress at Teddington, with Arthur Woods directing. Ben Lyon and Jane Baxter are the leads, with Stewart Rome in an important rôle. "Scruffy," Bernard Browne's famous dog star, is also in the cast.

Night Locations of Elstree Subjects

BENTLEY CONCLUDES

A SERIES of exciting night location scenes has been shot by Herbert Brenon, who is directing "The Flying Squad" for Associated British at Elstree.

These have included thrilling scenes at Aldenham Club Aerodrome, showing a police car following a 'plane as it lands and a car and a lorry crash on a main road.

Phyllis Brooks, Sebastian Shaw, Basil Radford, Jack Hawkins and Henry Oscar head the cast.

The "Poison Pen" unit has also been engaged upon night location scenes showing the murder of the village storekeeper by the jealous husband who has been aroused by the scurrilous anonymous letters about his wife; these have been shot at Welwyn Studios.

Robert Newton and Edward Chapman play the husband and storekeeper respectively. Paul Stein has only a few more days' work to complete on this film version of Richard Llewellyn's famous play.

"Dead Man's Shoes" Finished

Shooting has been completed at Elstree on "Dead Man's Shoes," starring Leslie Banks in a dramatic rôle as the war-wounded hero who has been wrongfully identified as a wealthy French industrialist when he is in reality only a cheap crook.

Judy Kelly, Joan Marion, Wilfrid Lawson, Walter Hudd, Anabelle Maul and Nancy Price head the supporting cast, and Thomas Bentley directed.

Good progress is also being made by Graham Cutts on "She Couldn't Say No," in which Tommy Trinder is starred. Basil Radford also has an important role. Claude Friese Greene is at the camera.

NEW "HORNLEIGH" SUBJECT

Gordon Harker at Islington

"Inspector Hornleigh on Holiday," the second of the Hornleigh series, starring Gordon Harker and Alastair Sim, prepared for the screen by Twentieth Century Productions, Ltd., started this week at Islington.

Walter Forde will direct the film, which will present the famous detective on the trail of insurance racketeers. The scenario is being written by Sidney Gilliatt and Frank Launder. Jack Cox will be in charge of photography.

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20TH-FOX CONVENTION

U.S. CHIEF'S TRIBUTE TO BRITISH ORGANISATION

Delegates' Presentation to Walter Hutchinson

SIDNEY KENT'S MESSAGE OF GOOD WILL

FROM every point of view the 20th Century-Fox British Convention, dedicated to Walter J. Hutchinson, in appreciation of his 20 years' service with the company, was a tremendous success. The proceedings culminated on Saturday night by a banquet at which a presentation was made to Mr. Hutchinson on behalf of head office executives both of 20th-Fox and British Movietone News and the branch managers.

This lasting memento of the occasion took the form of a wheel-carver (of the type used by the chefs of Simpson's in the Strand). Inscribed on the carriage was "To Walter J. Hutchinson from his British colleagues of 20th Century-Fox in appreciation of his 20 years' service." The gift, draped with the Stars and Stripes, was handed over by Francis L. Harley, the chairman.

Francis L. Harley (managing director) presided at the opening meeting of the Convention. He was followed by Walter J. Hutchinson (director of foreign distribution), Herman Wobber (general manager of distribution), R. Sutton Dawes (director of sales), Truman H. Talley (vice-president and producer, Movietone News), Benjamin Miggins (European manager), Roy Simmonds (director of publicity), Sir Gordon Craig (director and general manager, British Movietone News), Gerald Sanger (director and editor, British Movietone News).

A Double Event

Mr. Harley declared that their 1939 Convention was made especially noteworthy by two important circumstances.

First, they proudly dedicated the Convention to Walter J. Hutchinson. They liked to think that his teaching in the matter of cultivation and encouragement of manpower and character had not been forgotten since his promotion.

Second, British Movietone News, that energetic partner of theirs, was celebrating its tenth anniversary. The presence of Truman H. Talley was particularly opportune by reason of this anniversary.

This year circumstances had prevented their president (Sidney R. Kent) from being with them, but their regret was tempered by the presence of Herman Wobber, to whom they extended warm and hearty greetings.

Despite events since September, they could report an all-time record as the result of their first year of trading in 20th Century House. The year 1939 had started well for them. Provided they returned to normal conditions he was confident they could beat that new record.

In conclusion, he sent to Darryl Zanuck their congratulations and sincerest thanks for his marvellous product.

Mr. Hutchinson delivered greetings to the Convention from the New York office.

He said that since their previous meeting a year ago the company had opened their own offices in South Africa. Before the year was out they would have a theatre of their own and would be servicing 40 more. From being a closed market South Africa was now becoming an important part of their foreign operations.

Active warfare in China and Spain had proved that combatant countries still needed pictures. Should the worst happen and war descend upon Europe people would still need the relief brought by entertainment. He appreciated the hard and loyal service rendered by his hearers and thanked them warmly.

European Problems

Herman Wobber said in America they had a keen realisation of the problems and troubles in Europe, and his hearers could be assured they would do everything humanly possible to keep their company intact.

He spoke of the high esteem Mr. Kent had for Mr. Hutchinson and of his rightful pride in the man-power of the Foreign Department. Dealing with the tremendous job of work accomplished by Mr. Kent, he said he had pulled a loss in 1932 of 8,000,000 dollars into a profit of 8,600,000 in 1937 and 7,200,000 dollars in 1938.

Mr. Wobber then dealt with production and declared the coming year's expenditure would see an increase of several million dollars. Mr. Zanuck had convinced Mr. Kent that this was the right policy and was essential to enable them to maintain their position.

In Zanuck, he said, they had unquestionably the world's greatest producer. He possessed the almost unique faculty of anticipating public taste and requirements. He made great pictures but at the same time he was an economical operator.

R. Sutton Dawes referred to the fact that in Britain last year, for the fourth successive year, they had reached a high record in sales. Given normal conditions, he believed they could do even better this year. At the moment the leading branches were Birmingham, Glasgow, Liverpool.

He then dealt with the production schedule and referred in detail to "The Modern Miracle," "Rose of Washington Square" (both of which pictures were screened for the benefit of the delegates during the Convention), "Stanley and Livingstone," "Second Fiddle," "White Lady of the Orient," and "Susannah of the Mounties." Among forthcoming productions were "Drums Along the Mohawk," "Maryland," "The Blue Bird" (all to be in Technicolor), "The Rains Came," and "Brigham Young."

As regards British production, Mr. Dawes referred to the nearly completed Gracie Fields "Shipyard Sally," and to her forthcoming picture, "Molly, Bless Her," an admirable subject she herself strongly desired to make.

The Hornleigh series would be continued, with Gordon Harker, and Will Fyffe, Michael Redgrave and Margaret Lockwood were to make "Rob Roy," probably in Technicolor. With the Twentieth Century productions and through their association with Gainsborough they were assured of first-class British pictures combining strong star, story and production values.

Truman H. Talley said that Movietone issued newsreels for 51 countries. As an example of "Movietone service," he said that they now issued newsreels for Palestine in Arabic and Yiddish.

Continental Greetings

Benjamin Miggins brought greetings to the Convention from the Continental organisation.

Sir Gordon Craig declared that during the past year Movietone had not been beaten on the screen by any competitor, and they had not slipped up on any story.

Gerald Sanger said that British Movietone News was evidence of Anglo-American co-operation.

Roy Simmonds spoke on certain angles of publicity and detailed the campaign planned for "Jesse James."

On Friday, Walter Hutchinson gave a lunch at the Trocadero in honour of Herman Wobber, to whom he paid magnificent tribute.

Kent's Message

The convention concluded with a dinner at Claridge's Hotel, presided over by Francis L. Harley.

The following cable received from President Sidney R. Kent was read by the Chairman:—

"It is a tremendous disappointment to me not to be sitting with you as you gather around the banquet table in London to-night, it being the first time in my seven years with the company that I have not been with you.

"I know you will realise that my absence is for reasons over which I have no control. Throughout these years I have always been conscious of the loyalty and support of the British Overseas Organisation, not only the personal friendships I have enjoyed with you all, but the fact that you have so unstintingly given of your effort whenever I have requested it of you. What lies ahead of us in the months to come no man may predict, but I am certain that the same kind of shoulder to shoulder loyalty and effort that has existed in the past will carry our company through any trials to which it may be subjected.

"I first want to express my appreciation to you personally, Bob, for the part you have played, and to my friends Dawes, Simmonds, Hargreaves, and all the others from the branch offices with whom it has been my annual privilege to shake hands and enjoy an evening. Will you also extend my good wishes to British Movietone News, to Sir Gordon Craig and Gerald Sanger, and tell them how proud I have always been of this association.

British Production

"My thanks also to Bob Kane and the British Producing Organisation for the fine results they are achieving. My personal compliments to Ben Miggins, who I know is there with you, and again my thanks for the fine part that the European organisations have played at all times.

"I know that you will be very glad to meet Herman Wobber, not only to hear his message, as he will cover it for us both, but to know him as a man and a friend, which I assure you is a real privilege.

"I know how pleased you will be to welcome your old leader, Walter Hutchinson, who is carrying out so splendidly the big job in the Foreign Department, to which he has contributed real character and real achievement.

"My very best to Truman Talley and his Movietone crews throughout the world for a job that is outstanding in our Industry in quality and performance."

Mr. Harley stated that he had replied, saying that Mr. Kent's message had electrified the British organisation, and their unanimous wishes were that he would be with them this time next year.

R. Sutton Dawes, proposing the health of Herman Wobber, who, he said, was a big

(*Continued at foot of next column*)

Frank E. Franks, who appears in Butcher's MUSIC HALL PARADE, which is to be Trade shown on June 1

British Movietone's Part in World Affairs

DISTINGUISHED GUESTS AT TENTH ANNIVERSARY DINNER

DRAPED English and American flags behind the chairman's seat struck the note of international amity at the dinner held on Friday last at the Ritz Hotel, London, W., to celebrate the tenth anniversary of the launching of British Movietone in 1929.

The Hon. Esmond Harmsworth occupied the chair and was supported by Capt. Lord Louis Mountbatten, the Rt. Hon. Sir Kingsley Wood, Herman Wobber, Walter J. Hutchinson, Sir John Reith, Truman H. Talley, Francis L. Harley, Sir Frederick Whyte, Sir Hugo Cunliffe-Owen, Benjamin Miggins, Sir Gordon Craig, Herschel Johnson, Col. Baldwin-Webb, M.P., Sir Malcolm Campbell, R. Sutton Dawes, T. Williams, M.P., Sir Louis Sterling, Gerald Sanger, Sir George Sutton, Sir Joseph Ball.

Salesmen of 20th Century-Fox in London for their Sales Convention filled the body of the hall.

Herman Wobber, general manager of distribution for the 20th Century-Fox Film Corporation, proposed the toast of "British Movietone News," and spoke of the pride they felt in handling a newsreel dealing with British affairs and securing its distribution in America and elsewhere. By this means a great work was being done for peace.

Walter J. Hutchinson, foreign manager of 20th Century-Fox, and representing all British Movietone Empire News Reels, supporting the toast, spoke of the pleasure he felt in returning to London and attending the tenth anniversary of one of his own children. He was renewing an association which had been mellowed by the ten years which had passed.

Mr. Hutchinson went on to speak of the changes taking place in the political, social and economic world. British Movietone News had its part in photographing events as they happened and giving the world the opportunity to come to its own conclusion from what it saw on the screen, and to help the world to express itself as a force for good.

Twenty per cent. of the world lived under the British flag, and Englishmen abroad were able to see the Movietone Coronation film in the most distant parts of the Empire as well as in other countries where it was translated into fifty languages. It had been seen by at least 300 million people. This was an indication of the measure of progress they had achieved in ten years. He looked upon this work as a service to humanity and looked forward to the next ten years.

The toast was responded to by the Hon. Esmond Harmsworth, who briefly recalled his first association with British Movietone News and spoke warmly of the friendship existing between England and America.

Francis L. Harley, managing director of British Movietone News, proposed "The Guests" in a speech which combined appreciation of the qualities of guests and a touch of humour.

Sir Kingsley Wood replied in humorous vein, closing with appreciation of what had been done by newsreels in assisting recruiting for the Air Force and for presenting Great Britain to the world.

The toast of "Overseas Visitors" was entrusted to Sir Gordon Craig, who mentioned particularly Herman Wobber and Truman H. Talley.

Truman Talley, vice-president of Movietonews, Inc., speaking quietly, almost as though soliloquising, said that there had never been in any Movietone reel anything which reflected upon Great Britain or the British Empire.

The difference between a newspaper and a newsreel was that a man or woman read the newspaper in solitude, and it could reflect political opinions; the newsreel was exhibited in a building where there were thousands of people. The business of the newsreel was not crusading but showing events which happened; one picture was worth ten thousand words.

Ben Miggins' reply was brisk, bright and ready. He spoke of his Continental experiences, mentioning particularly his colleague Russell Muth, and was greatly appreciative of Truman Talley and the British unit.

A specially edited Movietone newsreel, "Ten Years of Historic Progress," was shown, after which Gerald Sanger, editor, British Movietone News, toasted the chairman, who briefly replied.

Charity Begins at Odeon

BIG SUMS RAISED BY CHILD COLLECTORS

SOME indication of the great work for charity that is being done by the Industry is contained in a list just published by the Odeon education department giving particulars of contributions made to charities by Odeon and associated children's clubs during the past six months.

The latest list, which covers some 110 theatres all over the country, is stated to be the largest yet issued. It covers a wide variety of commodities and produce, from safety pins, a favourite contribution and much appreciated by local hospitals, to the sum of £225 collected in farthings for the Hove hospital.

Every kind of produce figures in the list—potatoes, oranges, biscuits, currants, cream, soap, washing soda, tea. An inconceivable variety of games and toys have been presented, while at Lowestoft field and indoor games tackle, books, toys and mufflers have been collected for the use at the local Jewish refugee camp. Similar gifts were made to the Spanish children's camp at Worthing.

Of course, silver and aluminium foils are a popular form of contribution, but this is run close by postage stamps and cigarette cards and books.

Members of the children's clubs apparently were extremely busy around Christmas-time, for in many instances fully dressed Christmas trees, loads of toys and other necessities of the festive season were sent to local hospitals or to some other charitable agency.

Quite a few of the theatres have a club cot, and their weekly collections are directed towards its endowment; it is noticeable that many of the Odeons run a farthing club.

At Falmouth a quantity of flowers brought by the members was made into a wreath for the lifeboatmen of St. Ives.

"ONLY ANGELS HAVE WINGS"

Columbia's Aerial Epic for Early Trade Show

Columbia announce the completion of the aerial epic titled "Only Angels Have Wings," the Howard Hawks production, which will shortly be Trade shown in this country.

Jean Arthur and Cary Grant co-star, with Richard Barthelmess, Rita Hayworth, Thomas Mitchell, Sig Ruman, Victor Kilian, John Carroll, Allyn Joslyn, Donald Barry, Noah Beery, Jun., and Forbes Murray playing other big rôles.

Heralded as one of the most spectacular pictures in years, "Only Angels Have Wings" is described as a stirring, dramatic and romantic story of a party of daredevil flyers, set against the background of a picturesque South American seaport swept by intensive fog and rain.

The aerial sequences are reported to be some of the most thrilling to be seen on the screen. Howard Hawks, realising that with modern motion picture audiences so familiar with every phase of aviation, air thrills must be genuine to be wholly convincing, secured the services of Paul Mantz, the famous aviator, who, with his intrepid men, for two months dared death, flying below the crest of the mountains, manœuvred in deep gorges where air pockets and gusty winds threatened immediate destruction.

The concluding scene in "Only Angels Have Wings" is said to be a most thrillingly spectacular climax, with a flaming trimotored 'plane, forced into a tailspin, pulled out after making 22 complete spirals!

20th-Fox Convention

continued

man in every way. He thought and acted in a big way; he was a grand personality, and obviously a leader.

Mr. Wobber said his visit had given him an insight into an organsation which was far greater than he had realised. Both in the London and the Paris offices he had seen man power the equal of any in the world.

Mr. Harley, proposing the health of Mr. Hutchinson, referred to remarks made earlier in the evening by Mr. Dawes to the effect that he hoped to get sanction to a scheme to send men whose work deserved it to visit their American organisation every year. Mr. Harley now announced that Mr. Hutchinson had agreed to this scheme.

Mr. Harley then presented to Mr. Hutchinson the gift mentioned above, and the company rose and sang "For he's a jolly good fellow."

Mr. Hutchinson, responding, said he was "twenty years young" in the service of their organisation. He was proud of the little part he was able to play in connection with Anglo-American friendship.

Singling out individuals, the speaker praised the work of Benjamin Miggins on the Continent and Truman Talley, who had made the name of Movietone known throughout the world, and referred in highly appreciative terms to Gerald Sanger, Sir Gordon Craig and Russell Muth.

In Sutton Dawes they had one of the greatest sales figures not only in England, but the whole world.

Their Newcastle branch, represented by Messrs. Holdstock, Patrick and Bell, was as nearly as possible the absolute ideal sales combination. In head office, J. Pattinson was coming on as one of the men of the future.

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PRESERVATION TESTS ON FILM PRINTS

RECOMMENDATIONS OF U.S. ACADEMY

A SERIES of tests has been undertaken by a Film Preservation Committee appointed by the Research Council of the U.S. Academy of Motion Picture Arts and Sciences. Their conclusions are now published in booklet form.

In the introduction the changes which take place when the emulsion is "green" are set out. Too quick drying out of the moisture causes gelatine shrinkage and buckling of the support, which when too great an amount of moisture is withdrawn becomes brittle.

Film preservation treatment should, the report declares: (1) Prevent scratches on new or green film; (2) thoroughly lubricate the emulsion so that it will not adhere to any part of the projector; (3) impregnate the gelatine with a fixed chemical, which will take the place of the withdrawn moisture and will not be dissipated by the heat of the projection lamp; (4) allow the film's pliability to be maintained indefinitely.

The Test Reel

The method of test was to take a 2,000-ft. reel, cut it into the equal parts and treat each part by certain well-known preservative methods—cold waxing, edge waxing and vacuum processes.

This having been done, the reel was given approximately ten months' actual theatre use in all types of theatre, over all kinds of equipment. It was thus projected 439 times.

Examination by the Committee followed, and the sequence being inspection by projection, cleaning and reprojection, hand inspection, shrinkage measurement, and surface hardness test.

The first inspection by projection showed the film to be filled with dirt, scratches and oil, and each of the samples appeared to be in very poor condition. The first and last samples on the reel were in the worst condition, as would be expected, due to the handling of the film in threading and rewinding.

After the test reel had been cleaned several times and reprojected, the conclusions from the first observation were revised because of the fact that the true condition of the film was obscured by dirt and oil. The film was in much better condition than was first indicated. The amount of oil on the film was more objectionable than the scratches remaining on the film after cleaning.

Ordeal for Hardness

The hardness test was made by drawing the film between a flat surface and a steel point with adjustable weights, set to provide various pressures. Pressure is applied on the steel point and increased until the steel point starts abrading the film. The good samples, with 3 lb. of weight on the steel point, slid easily through without any emulsion abrasion, whereas the poor samples received deep gouges.

The hand inspection showed that all the samples had perforation nicks throughout, due to pulling in the projectors. Some of the samples appeared to have less lengthwise scratches than others, which seemed to be the main difference between the various samples.

The edge of all the samples show equally well in the hardness test, the main variation being in the centre of the frame. The greatest benefit from any of the preservatives is probably at that period when the film is green, as a preservative will permit projection without chatter in the projector gate. However, after the samples became old, the natural hardening of the emulsion and glazing by the projection shoes tends to equalise the difference along the edges of the film.

The sound track area of the various samples did not seem to suffer any more than the picture, but the background noise was probably higher than when the film was new.

For the information of those interested, the following is a sample formula for an edge waxing solution:—

50 c.c. Trichlorethylene.
50 ,, Benzol.
7 c.c. Parowax.
2½ ,, Pyroil "B" Grade.

Recommendations

The tests indicate that because of the fact that film preservative contributes to better projection as well as longer life, all release prints should be given some treatment before being placed in use.

It is further recommended that in order to obtain full benefit from a preservative, any preservative used should be applied at the laboratory during the release printing procedure.

The Observation Window

Guild's Work Appreciated

C.E.A. GENERAL COUNCIL'S THANKS

Conscription Among Projectionists

BEYOND giving the Projectionists' Guild a well-deserved pat on the back, the C.E.A. General Council has helped very little by its resolution passed last week to establish it in the position it deserves as an association of keen craftsmen anxious to maintain a high standard of picture and sound technique in the kinemas of the country.

MAJOR BELL did the Guild a thoroughly good service by relating the circumstances in which the Guild came into being, and displaying its aims before his fellow-members. As one who from the very early days of sound played a big part in educating the projectionist, Major Bell deserves also the high esteem of exhibitors everywhere.

THE resolution pledges the General Council to "support the Guild wholeheartedly in its efforts to maintain . . . the very high standard of picture and sound presentation." It all depends how that phrase is implemented: good pay (and not merely the minimum) for the really keen Guildsman is the greatest encouragement which could be given.

T. O'BRIEN'S organisation, the N.A.T.K.E., has been recognised by the C.E.A. as the appropriate labour organisation for the Industry, and the setting up of the National Conciliation Board will greatly assist the smoothing out of difficulties. In the projection room, however, a greater degree of technical attainment and achievement is desirable than in the unskilled labour of other parts of the kinema, and this the Guild endeavours to stimulate.

THE E.T.U. as a labour organisation in the kinema appears to have "lost the boat," largely because of its unsuccessful and misguided strike effort of last year. Edinburgh C.E.A., I notice, who are not altogether at one with the N.A.T.K.E. on some points, were even more frigid to the E.T.U., whose letter it was decided to leave on the table.

CONSCRIPTION proposals are, as I mentioned last week, making things difficult in some projection rooms where two or more youths of the appropriate age will in all probability be called up together. It is not a happy prospect to have to employ in a projection room, with its costly machinery, substitute youths who know that the tenure of their jobs is merely temporary.

IT is only to be expected that two chums who have worked in the same projection room should wish to do their training together, but this would be very inconvenient, and at the moment it would seem that the proprietor is not in a position to veto such an arrangement.

A SPECIAL course of four lectures on Television will be given by H. J. Barton-Chapple, B.Sc., A.M.I.E.E., etc., at the Polytechnic, Regent Street, commencing on June 8, at 7.30 p.m. The lectures will be on the consecutive Thursdays, June 8, 15, 22 and 29. The fee for the course is six shillings.

THE paper delivered before the Scientific and Technical Group of the R.P.S. on "The Principles of Dufaycolor Printing" has now been reprinted from the May issue of the *Photographic Journal* and issued by Dufay-Chromex as a ten-page brochure with cover. G. H. Harrison, Ph.D., F.R.P.S., and R. G. Horner, B.A., A.R.P.S., are the authors, and their explanation of the methods of printing are supplemented by diagrams and tables which will repay all who read it.

J. BENSON.

THIS WEEK'S PROJECTION ROOM

The Metropole, Westcliff-on-Sea, has B.T.-H. apparatus both for picture and sound. Model H projectors and C type arcs are installed

SHIP CARBONS

DEMONSTRATION OF NEW B.A. SOUND-HEAD

VISCOUS ROTOR ENSURES SPEED CONSTANCY

BRITISH ACOUSTIC'S new G.2 sound-head was introduced to the Press last week. In the demonstration theatre at the Shepherd's Bush factory, H. R. A. de Jonge called upon R. A. Tomes to give a technical description of it.

The viscous rotor principle I have before referred to. It consists of a light aluminium shell carried on the shaft of a film-driven scanning drum, and filled with 9 lb. of a heavy viscous fluid. The shaft runs very freely on ball-bearings, and turning the rotor by hand it is difficult to believe that it can have much stabilising influence upon the film. But when it is spun round rapidly, one can appreciate the mass of the liquid. Obviously, the whole secret of it is that the film maintains quite free loops between the sprockets and the drum, and the very small restraining influence necessary is easily obtained by the viscosity and centrifugal force of the fluid.

Partial Support

The film drum itself raises the controversial point of whether the film should be supported for scanning in the picture space only, or across its full width. In the G.2 head, the drum is only picture width, but is tapered towards the sound-track edge. The film is maintained in contact with it by means of a wide-flanged roller, and the taper of the drum causes the film always to ride against and be registered by the appropriate flange. Another improvement over previous B.A. heads is the provision of a separate take-up sprocket isolating the sound sprocket from the take-up pull.

The narrow film drum is necessitated by the optical system employed. The 32-watt exciter lamp is housed in a ventilated cast lamp-house directly underneath the drum. Through a condenser and double prism the light is imaged on the sound-track, whence an objective focuses it with 7½ times magnification on the light slit. This slit is actually engraved upon the surface of a lens, and is not therefore likely to pick up any dirt. The lens serves to concentrate the light upon the photo-cell, which, with the first-stage amplifier, is built at the front of the head.

Push-pull Adaptability

An advantage of this optical system (which is similar to that used in B.A.'s original selenium-bridge cell) is the ease with which it can be adapted to running push-pull. The whole of the slit assembly can be removed by loosening two screws, and can be replaced by another assembly which, with modification of the photo-cell, permits of running the push-pull track.

The driving motor, running at 2,880 r.p.m., is built in to the farther side of the head, driving the sound sprocket through a worm; it has a hand-wheel for inching the machine for threading. A point stressed by Mr. Tomes was the simplicity of servicing.

After we had duly examined the equipment, we were conducted in parties round the factory, where the new heads were being made, and saw the unit method of construction. The main iron casting is very sturdy, and carries an aluminium oilbath within which is the reduction drive from the motor and the drives for the sprockets, take-up and projector. The sound drum and flywheel, and the separate sprockets and their drive are each built as individual units.

Following the tour of the works, we were taken to hear the new head at the West Kensington Super. We saw and heard a reel of Jessie Matthews' latest film, the recording and reproduction of which left nothing to be desired.—R. H. C.

Picture on page 38

NEW WIRE SCREEN

A PATENT abstract is published by the British Patent office giving details of a wire screen patented by E. G. Turner.

A projection screen is formed of closely woven wire and has a surface coating and an undercoat on one or both surfaces, the surface coating being a reflecting coating which can be washed off to enable the screen to be redressed. The screen may have openings of any desired pattern to permit the passage of sound; such openings may be formed during weaving or by subsequent perforation, may be evenly distributed, and may occupy approximately 5 per cent. of the screen area.

In screens built up from separate panels, the panels may be connected by loops at their edges through which a fine wire is laced. The outer edges of the screen may be selvedged and provided with eyelets to facilitate stretching in a frame. The undercoat may be white paint and the surface coating may be a white titanium dressing; both coatings may be sprayed.

"Luck of the Navy" Illustrated To Bristol Lads

KINEMAS' SAILORS PUT-OVER LIGHT-HEARTED STUNT

THE Navy is lucky. That must have been the thought that passed through the minds of a good many young Bristolian lads last week when they saw two naval ratings in full uniform walking jauntily through the streets with a smart, good-looking girl on each arm. The men and the girls were sent out by E. C. Webb, of the King's, and C. Ledger, of Whiteladies, as part of the exploitation campaign which they put over for "Luck of the Navy" (A.B.P.C.).

From the Thursday previous to the play-date a slogan competition was run daily in the *Bristol Evening Post*, while at the King's Mr. Webb created a nautical atmosphere in the foyer of the theatre by the introduction of show of ships' gear, such as ropes and tackle, an anchor, a rum keg, lifebuoys, a ship's bell, and port and starboard lights. The material for this display was loaned by a local firm of ships' chandlers and the commanding officer of the *Flying Fox* training ship. Naval uniforms were issued to the doormen and a large streamer announcing the title of the film and the stars was stretched above the entrance. The proscenium arch was completely covered with flags, prominent at the top being the Union Jack and the White Ensign.

On the Tuesday of showing Mr. Webb entertained a party of Sea Cadets and their officers, and on the Friday night another party of 120 men and six officers of the Severn Division of the R.N.V.R. marched to the theatre headed by their band and saw the film. Pictures of these parties at the theatre appeared in the local evening papers, and in this way the film secured additional publicity. A number of tie-ups with leading shops were also arranged.

9,000 CATHOLIC RESIDENTS CIRCULARISED

"Boys' Town" in West Hartlepool

Harry Pease scored a big success with his special efforts to give publicity to "Boys' Town" (M-G-M) at the Majestic, West Hartlepool.

Realising that the distinct appeal of the film would attract Catholic interest, Mr. Pease circulated a special descriptive letter to the 9,000 Catholics resident in West Hartlepool. All the Catholic clergy in the area attended the kinema and capacity business was witnessed all the week.

CAR IN CHESTER FOYER

"'You Can't Take It With You,' but delivery can be given very quickly," says the Anchor Motor Co., Chester, in connection with this display of a "Standard Eight" drop-head coupé in the foyer of the Gaumont, Chester.

Under the title "The Picture of the Year," the car is shown enclosed in a massive gilt picture frame.

KINEMA'S VAN WINS PRIZE IN CARNIVAL

Decorated boldly with pictorial posters announcing STOLEN LIFE (Paramount), at the Odeon, Shirley, Birmingham, this lorry, entered by C. D. Conway, relief manager, secured first prize in the Solihull carnival procession. On the roof of the driver's cab, a giant cut-out of Donald Duck symbolised the children's club while bunting was used freely to increase the colourful effect

MEDICAL APPARATUS IN ALDERSHOT FOYER

Patrons Raise £133 for Charities During "Citadel" Screening

A MEDICAL exhibition on a large scale attracted crowds of people to the Ritz, Aldershot, during the week preceding the screening of "The Citadel" (M-G-M).

Gerald Leeds showed commendable enterprise in securing for its first public exhibition in the district the iron lung presented to the Borough of Aldershot by Lord Nuffield. The complete apparatus was given a prominent place in the vestibule and in attendance were hospital personnel to explain the mechanism of the unit.

In another corner of the foyer was a modern oxygen tent and apparatus which is to be presented to the borough hospital by the "Lads of the Village," a well-known Aldershot philanthropic organisation. A collection taken during the week by members of the organisation raised a sum of £133 11s. 1d. for local charities.

In addition to the iron lung and oxygen tent various items of hospital equipment, surgical apparatus, etc., were incorporated into one of the most interesting publicity displays seen in Aldershot for some time.

During the following week the Ritz was "in the news" again when the Mayor of the borough, the National Service Committee and A.R.P. units supported the screening of "The Warning" (A.B.P.C.).

Throughout the week members of the various units dressed in full A.R.P. kit (decontamination parties, auxiliary firemen, and air raid wardens, etc.), took up positions in the vestibule and distributed information to patrons. The Mayor of the borough, accompanied by civic personalities, attended a special first day screening and speeches were made from the stage.

Taxi Fleet Co-operates at Derby

H. E. Benzeval, Regal, Derby, coupled a National Service recruiting drive with the screening of "The Citadel" (M-G-M).

During the week prior to showing the vestibule of the theatre was taken over by A.R.P. and the Civil Nursing Association, and nurses in uniform delivered literature to patrons. Around one of the latest types of auxiliary fire engines exhibited in the foyer were double crown cards with the double-angle teaser line: "Join now and defend 'The Citadel.'"

The proprietors of Buckfast tonic wine tied-up and hundreds of chemist shops displayed their cards which carried valuable publicity material, and in return a display of Buckfast Tonic Wine was given in the theatre foyer.

A highly successful advertising stunt was that arranged with the proprietors of Black Arrow Taxis. This consisted of a card inserted into a visor inside the cab, so that when operated by the driver to indicate that he was carrying a fare, an announcement concerning the film was made apparent to the passenger. One of these was carried in each cab, and it was estimated that each taxi averaged 600 miles in the course of the week.

'PLANE BUILDERS COMPETE AT DERBY

POPULAR ANGLES EMBRACED IN DUAL EFFORT

A MODEL 'plane constructors' competition, backed by an amplified Press campaign and a tie-up with local flying quarters, figured prominently in L. G. Denton's publicity for "Men With Wings" (Paramount) at the Hippodrome, Derby.

On the Saturday before playdate both the Hippodrome and the Odeon kinemas, which shared the concurrent run, took 7 in. of double-column space in the amusement page of the *Derby Telegraph*. Both Mr. Denton and Mr. Roberts, of the Odeon, contacted Capt. Roy Harben, manager of the Derby Aero Club, who loaned them flying kit, consisting of parachutes, altimeters, compasses, direction finders, speed indicators, and airmen's suits, of a total value of several hundreds of pounds.

Mr. Denton's next line of approach was to insert a small advertisement in the evening Press inviting amateur 'plane constructors to submit models in a competition for cash prizes. No fewer than 40 such constructors, many of them in professional life aeroplane engine workers at Rolls Royce works, entered.

During the middle of the week Captain Harben attended the theatre with about 60 R.A.F. cadets, in whose presence he judged the 'planes. Also during the week Major Church, D.S.O., prospective Labour candidate for Derby, delivered a recruiting speech from the stage, during which he eulogised the value of showing such pictures at the present time.

FASHIONS FOR "THAT CERTAIN AGE"

Well-Designed Frame Display

A window display of fashions revolving around the title of the film, "That Certain Age," was secured by R. C. Holmes, of the Gaumont, Frome, by means of a tie-up with the local Co-operative Society for the presentation of the General Film picture.

Appropriate garments worn by girls at "That Certain Age," together with a cocktail cabinet, were placed in front of a striking background featuring a large cut-out head of Deanna Durbin with the title of the film in bold letters. To give emphasis to the theme, wax figures denoting youth and womanhood were placed on each side of the window with appropriate linking phrases.

"WATERFALL" IN VESTIBULE

Unusual Setting in Manchester

By tying-up with the Manchester Corporation T. E. Phillips was able to effect a useful boost for "Vacation From Love" (M-G-M) at the Capitol, Didsbury.

A water heater, the latest type supplied by the corporation, was placed in the vestibule against a brilliantly illuminated background depicting a flow of electrically heated water over a waterfall. Near by an appropriate art card linked up the display with the film.

These "naval ratings" with their lady friends, sent out by E. C. Webb and C. Ledger, proved an excellent method of directing attention to the screening of LUCK OF THE NAVY (A.B.F.D.) at the King's and Whiteladies kinemas, Bristol (story above)

EXPLOITING WITH A PENNY-FARTHING

Yarmouth's Cycling Population Attracted

AN ancient penny-farthing bicycle standing in the vestibule of the Regal, Gt. Yarmouth, aroused much comment among patrons when used by R. Corbett to exploit "The Young in Heart" (U.A.).

Aiming at the vast cycling population in the flat Yarmouth district, Mr. Corbett built up a compelling campaign on these lines in conjunction with the youth angle. Powerful tie-ups on Hercules cycles with Fieldings, cycle and radio merchants, and other well-known local dealers, secured a widespread boost for the film, liberal window displays of stills being granted in all cases.

In addition, the dealers took a half-page composite advertisement in the *Yarmouth Mercury*.

The penny-farthing cycle was part of an elaborate display by Fieldings. Still rideable, this interesting machine took its place with four glittering new Hercules models, symbolising that age does not prevent "youth in heart." Fieldings also co-operated by issuing from their branches a large number of bright throwaways advertising the cycle and the film.

Another good foyer display—backed up by coloured art panels and showcards—was arranged in conjunction with Ovaltine, free samples of which were distributed to patrons at a set period on each day of the playweek. This proved a sure fire way of drawing the public's attention to the film title, aided by the slogan: "Be Young in Heart."

Coloured floodlighting greatly enhanced the effectiveness both of the Ovaltine display and the cycling "set," which was arranged on a special platform.

Texan Demonstrates Rope-Spinning

AUTHENTIC PUBLICITY AT CAMBERLEY

WITH the help of a genuine ex-Texas cowboy, who now lives in the Camberley district, S. J. Channing was able to put over a spectacular boost to draw attention to the screening of "The Cowboy and the Lady" (U.A.) at the Regal, Camberley.

Three days before the week of screening, a composite display was arranged in the vestibule, one half of the show took the form of a tie-up with Messrs. Pages, the Camberley store, who loaned modern frocks to express the ladies' angle, and the second half was a display of saddles, whips and lassoes owned by Montana Frank, the ex-cowboy.

Dressed in his actual ranch kit, Montana gave displays of his skill during the week of screening, his presence on the pavement in front of the theatre created great interest, particularly when he commenced to give a really fine display of lasso tricks and deft manipulation of the giant whips.

BRISTOL KIDDIES' CLUB'S FINE RECORD

Third Birthday Celebrated

This month, the Mickey Mouse Club at the Cabot, Filton, Bristol, celebrates its third anniversary, and during the three years it has been in existence its members have achieved many commendable charity efforts. Several hundreds of pounds of tin foil and silver paper for the Bristol Children's Hospital and the City and Marine Ambulance Corps have been collected, while each Christmas toys and books donated by the young members of the club have been distributed to the sick inmates of the Children's Hospital.

In this way the children who are members of the club not only enjoy themselves on Saturday afternoons with a programme of pictures, but they are also induced to give a thought to others who need help. A fine work, which is largely the result of the efforts of N. Matthews, manager of the Cabot.

NORWICH PRESS CAMPAIGN

Judicious Tie-Ups Herald "Return of the Frog"

For three weeks prior to the play-day of "The Return of the Frog" (British Lion), at the Odeon, Norwich, local newspapers carried 10 in. double-column splashes heralding the latest Gordon Harker comedy thriller. This Press publicity was the keynote of Sam Newberry's exploitation, which embraced also tie-ups and window displays with local traders.

A Spring-like scene in the foyer at the Odeon was made by Wilsons to call attention to their Spring gowns and coats, which were displayed against a trellis background covered with foliage. Banners worded: "Spring is the time to renew your outfits as well as for 'The Return of the Frog.'" surmounted the display, which was duplicated in the city showroom windows of the firm.

Two of the city's leading hairdressers gave window displays of stills, while Willmott's (radio and television specialists) made a special window display of their latest models flanked by cut-outs of Gordon Harker in listening attitude.

Mr. Newberry forwarded to the Poor Law Institution recently a large parcel of balloons and sweets, collected during the Odeon's Mickey Mouse Club birthday party. He also sent to the Jenny Lind Children's Hospital a china Mickey Mouse tea-set obtained by the collection of Sharp's Mickey Mouse toffee wrappers.

Bicycle Dealers Assist "Young in Heart"

A. E. Brown, of the Odeon, Herne Bay, took advantage of the national tie-up with Hercules cycles when advertising "The Young in Heart" (U.A.) by co-acting Curry's, local agents.

An attractive display, incorporating stills from the film, was installed in the large window, while cycling enthusiasts entering the kinema found deep interest in a cycle identical to those used in the film which was exhibited in the vestibule.

Around London with the SHOWMAN

SEASON'S FIRST BATHING BELLE CONTEST?

MANAGER'S ART ADAPTED FOR PUBLICITY

SAND STORM SWEEPS EALING

POPULAR SPELLING BEE FINISHES

G. H. Barker stimulated interest in the screening of KEEP SMILING (20th Century-Fox) at the Forum, West Hartlepool, with this foyer display of tinned foods arranged with the co-operation of Messrs. Heinz. Patrons were invited to obtain samples from a local dealer assisting in the stunt

KING SOL'S recent appearance in all his glory gave Geoffrey Warburton, of the Shepherd's Bush Pavilion, the opportunity to inaugurate a Bathing Belle competition, one of the first of the season.

In co-operation with a local outfitter, Mr. Warburton arranged a contest so that entrants were photographed at the shop in a bathing suit and their pictures were displayed in the vestibule around a silver cup to be awarded to the prize winner. The finalists in the contest are due to appear on the kinema stage, when the public will record its votes.

The competition, incidentally, provides an appropriate tie-up with G.-B.'s current contest now being operated in connection with Butlin's Holiday Camp.

In the vestibule of the Pavilion I noticed a fine example of the well-known advertising slogan that "every picture tells a story," achieved with a life-size head of Boris Karloff, in all his gruesome make-up of the character in "Son of Frankenstein" (G.F.D.). Spotted by a green light, the portrait had no accompanying advertising matter—not even the title of the film—but numerous patrons were attracted by its exceptionally powerful treatment.

Frankenstein in Chains

An unusual vestibule display, featuring examples of his own workmanship, was staged by P. A. Fowler, of the Trocadero, Elephant and Castle, to exploit the run of "Son of Frankenstein" (G.F.D.). During the past few weeks Mr. Fowler has been exercising his art as a clay worker, modelling several heads, bones, skulls, and such like figures, and these unusual subjects received a great deal of interest from patrons entering the foyer.

The highlight of the display, however, was a life-size figure of the monster lying on an old oak chest, amid a setting representing a "chamber of horrors." The monster was bound in chains, and by an ingenious device the effect was created of the figure struggling to get free. Green light and a darkened atmosphere served to increase the weird and eerie effect of the display.

Chingford in the Limelight

When I inquired of manager R. J. Fielding what he had been doing lately in the way of publicity—for during his stay at the Chingford Odeon he has originated a number of really bright publicity notions—he told me that he has been kept so busy of late with recruiting and charitable functions that he has hardly had time for more than routine advertising.

The local Council apparently regard the Odeon as the town's public hall, for they have supported him to the limit with special A.R.P. appeals and other affairs of more general than Trade interest.

Towards the end of this month Mr. Fielding is running a special National Service Week, when, besides displays in the vestibule, demonstrations will be given with searchlights, fire-fighting appliances, ambulance apparatus and other attractive impedimenta on the open space of land adjoining the Odeon. He will be introducing a fresh speaker on the stage every night, each speaker representing a different section of the various National Service units. Although not directly connected with the business of entertainment, these affairs serve to keep the Odeon very much in the public eye.

Windy Days in Ealing

An amusing display bearing on the title "Climbing High" was devised by D. A. Hollis, of the Palladium, Ealing, to advertise the run of the M-G-M film.

In a recess in the main corridor leading to the auditorium was a scene depicting Jessie Matthews climbing a mountain peak. Real dresses clothed the cut-out, and the effect was heightened by means of the vacuum cleaning apparatus which was adapted to convey the impression of a strong wind. Moving vanes, on which coloured lights were reflected, gave a picturesque touch to the exhibit.

Several tie-ups were made with neighbouring shops to advertise the film, and R. Coppin, the assistant manager, was responsible for an attractive window display of

to the London Zoo as guests of the Fellows of the Zoological Society.

The lucky youngsters were conveyed to the Gardens in a couple of luxurious Ford cars lent for the occasion by Harold Perry, the local stockist, conducted round the grounds, and entertained to high tea before returning home, tired but happy. This novel form of prize is the kind of thing that keeps the youngsters interested.

A Circuit Effort

As a general advertisement for the Jessie Matthews film, "Climbing High" (M-G-M) the Gaumont-British circuit has arranged tie-ups with hairdressers and music-dealers, all of whom will devote space in their showrooms to notices about the picture in return for the display of reciprocal cards in the theatres concerned.

Spelling Bee Finale

After a lengthy run, in which teams representing local ratepayers' associations, shops and stores have competed, the Spelling Bee, promoted by F. W. Salter at the Palmadium, Palmer's Green, came to a conclusion with a brilliant finale. Like its weekly predecessors, the final contest proved a good box-office attraction and retained the great interest shown throughout the competition.

Mr. Salter has had the backing of the local newspaper—which put up the silver cup for the winning team—with generous editorial space week by week.

W. H. Berry, the famous comedian, who has acted as Spelling Master throughout the contest, presented the cup, and he was also the recipient of a gift from the newspaper to mark the occasion. An interesting innovation at the close of the proceedings was the presentation to the audience by Mr. Salter of the "people behind the scenes"—the stage manager and the chief electrician, also the two usherettes, who had officiated during the run of the competition. Amid applause, the various members of the staff were handed gifts on behalf of the newspaper and the audiences.

High Publicity

I have often commented on the interesting models which Bernard Hunt places in an alcove on the frontage of the Marlborough Theatre, Holloway.

The latest of these struck me as particularly appropriate, for it consisted of a gay cut-out of Jessie Matthews in Alpine kit as an advertisement for "Climbing High" (M-G-M). The attitude of the player no less than the title of the picture admirably fitted the elevated position in which it was displayed.

Catching the Kiddies

With the object of increasing the membership and developing interest in its Mickey Mouse clubs, the Odeon circuit has been running a special recruiting week in which existing members have been urged to secure new members by the offer of prizes.

The latter have taken the form at each hall of ten tickets (one for the child and one for its parent) for the Royal Tournament at Olympia, and I gather that good results have been obtained by this device.

Kinemas and Shopping Weeks

The summer season is invariably the time for street parades, shopping weeks and relative activities on the part of local bodies, and a kinema manager usually finds it to his advantage to link up with these valuable functions.

In South London a commendable idea has been adopted by numerous local kinemas in connection with a local shopping week. The stunt is being sponsored by the local newspaper and in conjunction with the shopkeepers vouchers admitting persons to any kinema in the district are being offered where purchases exceed a given sum.

Cagney in Prison

A realistic representation of the interior of an American prison, authentic in every detail, was installed in the vestibule of the Carlton, Islington, by Frank Prior, to advertise "Angels With Dirty Faces" (Warner).

To give extra force to the setting a life-size figure of James Cagney, shown in the foreground, was brought into bold relief with a powerful spotlight.

GUERNSEY'S NEW AIRPORT BOOSTS FILM

E. Snelling Capitalises Opening Ceremony for "Men with Wings"

PRESENTED at the Regal, Guernsey, to coincide with the opening of the Island's airport, "Men with Wings" (Paramount) was heralded with an elaborate advance campaign, incorporating topical angles, directed by E. Snelling.

On the Monday morning of the film's opening a special performance, presided over by the Lieutenant-Governor of the Island, and the Bailiff, was arranged for workers employed at the airport. Representatives of the local Press were invited, and as a result large editorial notices concerning the film appeared in the Island's newspapers.

Shoppers in the busy High Street were reminded of the screening by an impressive window display at Dick Fletcher, sports dealer, where miniature aircraft were exhibited in realistic setting. In return for this display, which proved very popular with juveniles, an exhibition of model planes was arranged in the kinema's foyer.

Mr. Snelling cashed in on the opening ceremony at the airport by contacting British Movietone News, who agreed to send over a cameraman. This fact was prominently advertised on a 5-ft. board erected outside the aerodrome.

During the ceremony two page boys in uniform distributed 2,000 handbills announcing that a long version of the news-film had been booked at the Regal, and as this was the only advertising allowed inside the airport, excellent results were recorded.

The visit of the cameraman received a great deal of Press publicity, and to complete the aeronautical proceedings the newsreel of the airport opening was flown over to the kinema.

AERODROME SETTING IN MINIATURE

The opening of Guernsey's new airport, which E. Snelling capitalised to exploit MEN WITH WINGS (Paramount) at the Regal, suggested this window show to a High Street sports dealer. The model planes received continuous attention from juveniles

"STOLEN LIFE" TEASERS IN TORQUAY

Press and Slide Campaign

R. J. Brunt, of the Odeon, Torquay, gave Paramount's "Stolen Life" an excellent opening with a concentrated Press campaign. Special space was taken in the local papers and the form of advertisements, which proved popular when introduced for "Pygmalion," was adopted. The name of the film was placed vertically on the left of the space, and these letters were then used as initials for names or phrases making a complete message.

Teaser slides were introduced a month before play date and sandwichmen were used to contact the shoppers in the main streets. For some time prior to showing a number of displays were erected at various points in corridors and lobbies throughout the theatre.

Mr. Brunt ensured that the circuit essay competition arranged with W.T.A., Ltd., received good publicity by contacting the local Press which devoted considerable editorial space to the final stunt.

ADVERTISING CONTEST

In connection with the showing of "The Lady Vanishes" (U.A.), the Odeon, Clacton, is running a tie-up with local traders in the *Clacton Times*. A prize of free tickets for two for one month is being given for the correct forecast of the best advertisement, and a similar prize is being awarded to the winning advertiser.

'The Four Feathers' Publicity Records

NUMEROUS PRESS STORIES HERALD WEST END RUN

An interesting survey of the widespread publicity accorded the presentation of "The Four Feathers" (U.A.) in London is made by John Ware, publicity director of Alexander Korda Productions, Ltd.

Some idea of the large amount of editorial space which has been devoted to the film by newspapers throughout the country is gathered by comparison with one of Korda's previous outstanding successes, "The Drum." During the release of this picture it secured the imposing figure of 7,200 column inches, but after only three weeks of showing at the Odeon, Leicester Square, "The Four Feathers" has registered 9,850 column inches.

Several interesting ideas have been embodied in the making of this total which, it is estimated, must be a record for any film made in this country. The first out-of-the-rut story was the reproduction of June Duprez's diary covering the ten days between her test and the announcement that she was chosen for the part of Ethne.

This occupied a full page in the *Sunday Express* and several provincial papers. Another outstanding story was a four-weeks serial describing the making of the picture in the Sudan, published by the *Sunday Dispatch*. In *Picture Post* a six-page spread was devoted to the film.

Two important broadcasts, one by June Duprez and one by Alex Waugh, research expert, were timed to coincide with the London opening.

Stills, too, have created a record for publicity on this picture.

silk stockings, in which stills of the star were used to advantage. An amusing line read: "You need feel no ill-will when the wind blows if you wear silk stockings."

To exploit the screening of "Trade Winds" (Paramount) Mr. Hollis constructed an impressive display in which the leading artistes were portrayed tramping across a desert. Feathers, cleverly treated, were used as palm trees, and the sandy waste was attained by cork cuttings, while the title of the film was emphasised by a mechanical device which gave the effect of a sand storm.

I noticed that the corridors leading to the auditorium of the Palladium have been redecorated with a refreshing scheme. In the panels of the wallpaper are hand-drawn charcoal pictures of leading film personalities, which provide a welcome relief to the usual stills and photographs.

Kiddies at the Zoo

C. E. Stead gave the 12 winners in an essay competition which he ran among members of his Mickey Mouse Club in connection with the film "Elephant Boy" (U.A.) an enjoyable treat recently when he arranged for them to be taken on a sight-seeing party from the North Finchley Odeon

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Kinemas' Great Part in National Service Recruiting

R.A.F. 'PLANES TRANSMIT MESSAGES TO FARNHAM KINEMA : FIRST AID DEMONSTRATED AT RITZ, HORSHAM

KIDDERMINSTER FOYER AS FIRE STATION : MILITARY TRANSPORT CONVEYS PARADE AT MANCHESTER

WITH the aid of the Royal Air Force depot at Odiham, Hants, Stanley E. Perkins, of the Regal, Farnham, was able to capture the atmosphere of the aeronautical scenes in "It's In the Air" (A.B.F.D.) in a novel manner.

Early during the week prior to screening, the R.A.F. installed a complete portable wireless transmitting and receiving station on the pavement in front of the theatre, and each day members of the radio staff of the aerodrome were receiving and transmitting messages to planes in the air. Patrons and interested spectators were shown the mechanism of the unit, and nine N.C.O.s and men attached to the aerodrome were on duty at the theatre to explain the various apparatus on view in the foyers.

In the stalls foyer a gun turret, Lewis gun, empty aerial bomb cases and a camera gun were on view, while in the balcony foyer aerial photographic experts demonstrated the latest cameras. Near by, in another corner of the foyer, a parachute expert showed patrons how to use a parachute.

HORSHAM

"Explosion" Victims Treated in Forecourt

A spectacular demonstration of the activities of the St. John Ambulance Brigade in war-time was one of the highlights of the intensive National Service recruiting drive launched by C. Ellison in conjunction with the Horsham authorities during the presentation of "The Warning" (A.B.P.C.) at the Ritz.

At the corner of the Ritz forecourt bricks and masonry representing debris were piled up and among this members of the brigade treated "victims" of an imaginary bomb explosion. Each evening during the film's play week various services gave impressive demonstrations of their work.

Territorials, the British Red Cross Association, the fire brigade, the auxiliary fire services, and A.R.P. squads were among the organisations which took part in the drive.

F. A. I. Harman struck a refreshing note with this unusual National Service vestibule display when exploiting THE WARNING (A.B.P.C.) at the Regal, Torquay. After each presentation of the film, a tableau was presented on the stage depicting every aspect of A.R.P. operations

The ambitious recruiting week culminated at the conclusion of the film's presentation with a parade round the town in which 1,000 members of the various services took part.

LEICESTER

Balloons as "Bombs" in Dance Hall

Joining forces to publicise the presentation of "The Warning" (A.B.P.C.), two Leicester showmen, C. Aplin, of the Savoy, and A. Thompson, of the Trocadero, extracted excellent exploitation values from a local dance.

During the evening large quantities of balloons were released to revellers, with notices attached reading: "This is the warning.—If this was a bomb you would not be reading this. See what could happen at the Savoy and Trocadero Cinemas, Leicester.

KIDDERMINSTER

Dummy Figures Exhibit Service Uniforms

When screening "The Warning" (A.B.P.C.), co-operation with the local Defence Organisation gave to Leslie Fletcher, of the Central, Kidderminster, an excellent opportunity of putting over some interesting publicity. The foyer underwent a great transformation, becoming in effect an efficiently equipped fire station, service depot and recruiting office.

A comprehensive array of apparatus, including fire engines, pumps, escapes, hoses, nozzles, extinguishers, lamps, saws, hatchets, helmets, and respirators flanked an imposing centrepiece formed by dummy figures in full uniform. During the week, members of the A.F.S., Women's Auxiliary Corps and St. John Ambulance paraded the vestibule in uniform to impress, explain and recruit.

BRISTOL

Speakers Address Audiences at Each Performance

When showing "The Warning" (A.B.P.C.) at the Vandyck, Fishponds, Bristol, W. H. Richards gave his fullest support to efforts to arouse interest in A.R.P. work in the district. At each performance a speaker gave an address from the stage of the theatre while auxiliary firemen and other A.R.P. workers were on duty in the foyer with recruiting forms ready to enrol recruits for A.R.P. duties in the neighbourhood.

ANDOVER

Three Impressive Territorial Parades

Three impressive parades of Territorials, who toured Andover headed by the band of His Majesty's 4th Hussars from Tidworth Barracks, were arranged by Reg Pickard during the screening of A.B.P.C.'s "The Warning" at the Savoy.

On the first day of screening the band led the Territorials round the town and then entered the kinema, where the Mayor of Andover made an appeal for recruits. A similar parade was staged on the following night and on the Saturday of screening the Hampshire Territorials' drum and fife band led a march past of the British Legion and A.R.P. squads.

All members of the British Legion were admitted to the kinema free and P. Potter, head of the Andover section, made an appeal from the stage where 30 members were paraded. During the film's presentation the Army's latest guns and equipment were exhibited in the foyer of the Savoy.

MANCHESTER

Services Mount Guard at the Regal

Chris. Hadfield, of the Regal, Levenshulme, Manchester, stimulated a National Service recruiting campaign in connection with the presentation of the A.B.P.C. film "The Warning." On parade at the kinema each evening was a large number of uniformed men, including representatives of the Territorials, St. John Ambulance men, special constables, decontamination men, auxiliary fire service, demolition workers, sea scouts, nurses and six lady enrollers.

A military transport wagon conveyed the personnel to and from the kinema each evening and during the performance took up a station outside. Military equipment on view included the latest Bren gun, an anti-aircraft gun, a trench mortar, two machine guns, a small Bren gun and 12 rifles.

BOLTON

Civic Dignitaries Attend Special Screening

In connection with the showing of "The Warning" (A.B.P.C.) at the Capitol, Bolton, manager Draycott-Simpson co-operated with the local A.R.P. services in a recruiting drive, a display of a mobile fire-pump and field ambulance being arranged in the foyer where publicity leaflets and information about the services was obtainable. On the Wednesday evening a special performance was attended by the Mayor (Ald. Entwistle) and other civic dignitaries.

On the Monday of the same week the area adjudication in the Cotton Queen of Great Britain quest (sponsored by the *Daily Dispatch*, Manchester) was held on the stage of the theatre before a packed house.

LIVERPOOL

Crowds Gather Round Fire-fighting Outfit

In view of the tear-gas bomb outrages at certain Liverpool kinemas last week, many people in the Tuebrook and West Derby districts jumped to wrong conclusions when they saw a fully equipped fire-fighting unit outside the Carlton, Tuebrook.

Large crowds of people congregated to examine the auxiliary pump which was fully manned with a crew of A.R.P. firemen outside the theatre. This was part of a tie-up with the A.R.P. film "The Warning" (A.B.P.C.).

During the night hours the fire pump was floodlighted and within the foyer of the theatre there was a desk, at which A.R.P. officers issued information to those who might be interested in A.R.P.

COVENTRY

"Dawn Patrol" Linked with R.A.F. Services

Recruiting for the R.A.F., R.A.F. Volunteer Reserve and Balloon Barrage was carried out at the Empire, Coventry, during the screening of "Dawn Patrol" (Warner). In addition, H. G. Irving arranged for speakers to appeal for volunteers from the stage.

The R.A.F. recruiting van toured the district, and men in uniform were on parade in the kinema's foyer. In return, the recruiting officers of the R.A.F. and Balloon Barrage carried impressive window displays advertising "Dawn Patrol."

NORWICH

A.R.P. Wardens Demonstrate Equipment

Ten thousand throwaways printed on white in bold red type by the A.R.P. of the city of Norwich and worded: "City of Norwich A.R.P. See 'The Dawn Patrol'—the film of the year—at the Regent, also a short film of local A.R.P. interest, presented with a special appeal by W. A. Riley, A.R.P. chairman," were distributed in the city and district a week prior to show date as the keynote of Hugh J. Hyland's exploitation for the Warner film.

During the week of presentation, A.R.P. wardens attached to the different squads of the city attended in the foyer at the Regent to demonstrate the use of decontamination apparatus to interested patrons.

Stressing the flying interest of the film, Mr. Hyland arranged with the toy department of Jarrold's Stores, who loaned the material for a foyer and window display, comprising all types of model aeroplanes.

A composite page in the *Chorley Guardian* was a feature of the exploitation carried out by the management of the Odeon, Chorley, for "It's In the Air" (A.B.F.D.)

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"Jamaica Inn" Kinematograph Exhibition

SELFRIDGE'S SPECTACULAR DISPLAY OF "PROPS"

In connection with the opening of the new Pommer - Laughton production, "Jamaica Inn," at the Regal, Marble Arch, Selfridges arranged a particularly striking kinematograph exhibition which is being seen by many thousands daily.

The exhibition is being held in the auditorium on the fourth floor and comprises a complete motion picture outfit, the exhibits including the elaborate and costly costumes worn by Charles Laughton in the picture, the camera used in filming the production, microphone boom and microphone, props used in the secret room sequence, with a corner given over to the actual set with its antique candlesticks, ivories and statuettes.

In addition, there is a complete cutting room equipment, including a Movieola, all supplied by Films and Equipment, and an elaborate display of stills from the film.

There is a cleverly constructed model of the inn made by Tom Morahan, art director on the film, from which the actual inn in the picture was reconstructed in full size, while there is also a display of the sketches and drawings, by Tom Morahan, from which the sets were erected. Throughout the day a special "Jamaica Inn" trailer is screened at intervals from opening till closing.

Both entrances to the auditorium have been designed to give the impression of an old inn with oak beams and supports, while over the entrances have been placed the actual "Jamaica Inn" sign from the picture. Another striking exhibit is a map of Cornwall designed by Morahan to tell the story of the film.

The exhibition is probably one of the most striking and complete displays of its kind yet arranged and has already proved so successful that plans are being made to have it tour the big provincial centres when the film is generally released.

A.S.F. Men Head 'Brum's "Warning" Parade

A parade of Auxiliary Firemen was the highlight of the successful campaign carried out by J. Winterson, of the Rob Hood, Birmingham, for the screening of "The Warning" (A.B.P.C.).

Starting from a local garage, some distance from the kinema, 40 members of the A.F.S., together with police escort, marched through the district to merge with numerous representatives of A.R.P. operations, paraded in front of the theatre. The march-past caused considerable amount of attention, as demonstrations of this type are rare in Birmingham.

Music for Creating Atmosphere

WE have nine films in the list of releases considered this week. Hill-billy music is in a class of its own and has its circle of fans, so it is just as well to introduce "Down in Arkansaw" with a short yet very effective pot-pourri which Roy Fox has recorded with his band, which has the very popular "Home on the Range" as the final excerpt. If it is used in a theatre where the patrons are singable folk it might be just as well to treat it as the organist's interlude kept separate, but played just before the film is screened.

"Five of a Kind," which seems to be a film written round the American "Quins," although having other tales to tell of a radio reporter's rivalry, might be humorously introduced by "The Doll's Parade" excerpt from Engleman's clever "Toy Shop" suite which the publishers have just recorded in their latest list. The whole suite is useful, being melodic and generally well known because of its broadcasting popularity.

There is a new craze, "Deep Purple," which comes over the water with terrific claims, so I have used it to introduce "The Great Man Votes," a comedy of no particular atmosphere, and given the two best band recordings by Fred Ambrose and Geraldo in case the boom is justified.

"FIVE OF A KIND" (20th Century-Fox)

CERT. U. 7,695 ft. Reg. No. F.1389. Reviewed in KINE. February 16, 1939.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—The Dionne Quintuplets, Jean Hersholt, Claire Trevor, Cesar Romero.
ATMOSPHERE.—Romantic comedy-drama of rivalry between radio reporters, interlaced with commentary on the progress of the world-famous "Quins."
ORGAN.—"Dolls on Parade" from the "Toy Shop" Suite, Engleman (Bosworth), presented as an introductory interlude, with adaptation from the orchestral piano-conductor copy.
NON-SYNC.—As organ, recorded on Bosworth B.C.1067 by the Louis Voss Orchestra.
LIGHTING EFFECTS.—Light amber only.

"GOING PLACES" (Warner)

CERT. U. 7,821 ft. Reg. No. F.1462. Reviewed in KINE. March 9, 1939.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—Dick Powell, Anita Louise
ATMOSPHERE.—Sporting comedy burlesque with a tailor's dummy turned cross-country rider and jockey.
ORGAN.—"Woodland Pictures" Suite, Percy Fletcher (Hawkes), No. 3 only, presented as an introductory interlude, with adaptation from the piano-conductor copy of the orchestration.
NON-SYNC.—As organ, recorded by the Regent Concert Orchestra on Boosey-Hawkes, B.H. 1909.

"HONOLULU" (M-G-M)

CERT. U. 7,514 ft. (Reg. No. F.1415. Reviewed in KINE. February 23, 1939.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—Eleanor Powell, Robert Young, George Burns, Gracie Allen.
ATMOSPHERE.—Romantic comedy with an "exchange of identities" theme and the story told with a colourful Honolulu background with music, dance and song.
ORGAN.—"Honolulu Stars and Hawaiian Guitars," foxtrot, Lawrence, Shand, presented as an introductory interlude, with adaptation from the piano-conductor copy of the dance orchestration.
NON-SYNC.—As organ, recorded on Decca F.5944 by Roy Smeak and his Serenaders.
LIGHTING EFFECTS.—Light blue and rose in single sequence.

"THE GREAT MAN VOTES" (RKO-Radio)

CERT. U. 6,391 ft. Reg. No. F.1308. Reviewed in KINE. February 2, 1939.
PUBLICITY.—One 12-sheet, one 6-sheet.
STARS.—John Barrymore, Peter Holden, Virginia Weidler.
ATMOSPHERE.—Domestic comedy-drama, one theme illustrating the amiable eccentricity of the perverted pedant and the other makes amusing play on the loopholes in the American electoral system.
ORGAN.—"Deep Purple," synchronised with non-sync record, presented as a separate interlude and with adaptation from the professional song-piano copy.
NON-SYNC.—As organ, recorded by Geraldo's Band on H.M.V. B.D.689, with vocal refrain by Eve Becke, or by Ambrose and his Orchestra on Decca F.7029.
LIGHTING EFFECTS.—Purple only.

"MY IRISH MOLLY" (A.B.P.C.)

CERT. U. 6,300 ft. Reg. No. Br.R.1091. Reviewed in KINE. December 22, 1938.
PUBLICITY.—One 12-sheet, one 6-sheet.
STARS.—Binkie Stewart, Tom Burke, Maureen O'Hara.
ATMOSPHERE.—Irish romantic melodrama, with musical numbers, both singing and dancing, by the juvenile star. She frequently shares the screen with her most intelligent dog.
ORGAN.—"Shamrock" Selection, Myddelton (Hawkes), presented as an introductory interlude, with adaptation from any piano-solo edition.
NON-SYNC.—As organ, recorded on Columbia D.B.2246 by H.M. Grenadier Guards Band.

A. W. OWEN'S SELECTIONS OF ORGAN MUSIC, NON-SYNC. NUMBERS AND LIGHTING EFFECTS FOR JUNE 26 RELEASES

"DOWN IN ARKANSAW" (British Lion)

CERT. U. 6,007 ft. Reg. No. F.1276. Reviewed in KINE. January 26, 1939.
PUBLICITY.—One 12-sheet, one 6-sheet.
STAR.—Ralph Byrd.
ATMOSPHERE.—Hill-Billy comedy-drama, with a setting in Pine Ridge, a remote mountain town in Arkansas. There are gun clashes and car chases, but both a mountain concert and a modern cabaret find a place.
ORGAN.—"Hill-Billy Round-up," Pot-Pourri, (a) "The Last Round-up," (b) "Wagon Wheels," (c) "Carry Me Back to the Lone Prairie" and (d) "Home on the Range," presented as an introductory interlude, with adaptation from piano-vocal copies.
NON-SYNC.—As organ, with recording of all songs as above by Roy Fox and his Band on Decca K.744.
LIGHTING EFFECTS.—(a) Deep orange, (b) violet, (c) magenta.

"THE LAST WARNING" (General F.D.)

CERT. A. 5,630 ft. Reg. No. F.1296. Reviewed in KINE. January 26, 1939.
PUBLICITY.—One 12-sheet, one 6-sheet.
STARS.—Preston Foster.
ATMOSPHERE.—"Crime Club" murder mystery drama, with a "who-done-it?" theme.
ORGAN.—"Mysterioso," Ketelbey (Bosworth), presented as an introductory interlude, with adaptation from the piano-solo copy.
NON-SYNC.—As organ, recorded by the Radio Orchestra on Bosworth B.C.1069.
LIGHTING EFFECTS.—Deep crimson only.

"HOMICIDE BUREAU" (Columbia)

CERT. A. 5,212 ft. Reg. No. F.1253. Reviewed in KINE. January 12, 1939.
PUBLICITY.—One 12-sheet, one 6-sheet.
STARS.—Bruce Cabot, Rita Hayworth.
ATMOSPHERE.—Racketeer melodrama with a police *versus* gangster theme. There are exciting fights, a touch of romance and a climax supercharged with suspense.
ORGAN.—Incidental, "Dramatique," No. 54, Fredk. Noyes (Hawkes), presented as an introductory interlude, with adaptation from the orchestral piano-conductor copy.
NON-SYNC.—As organ, with recording by the Regent Concert Orchestra on Boosey-Hawkes B.H.1920.
LIGHTING EFFECTS.—Deep red only.

"TOM SAWYER, DETECTIVE" (Paramount)

CERT. A. 5,027 ft. Reg. No. F.1332. Reviewed in KINE. February 2, 1939.
PUBLICITY.—One 12-sheet, one 6-sheet.
STAR.—Donald O'Connor.
ATMOSPHERE.—Simple juvenile period detective melodrama, adapted from the famous Mark Twain novel.
ORGAN.—"Miniature" Suite," Eric Coates (Chappell), No. 1, presented as an introductory interlude, with adaptation from the piano-conductor copy of the orchestration.
NON-SYNC.—As organ, with recording by Light Symphony Orchestra on Decca-Brunswick F.3705.
LIGHTING EFFECTS.—Deep blue fading to violet only.

"Natives and Soldiers" at the Trade screening of THE FOUR FEATHERS (United Artists) at the Paramount Theatre, Birmingham

ORGAN MUSIC IN SOUTH-COAST TOWNS

REQUEST PROGRAMME AT RITZ, EDGWARE

It is quite a long time since my last visit to the Ritz, Edgware, but I still found Manager Tilley in command of this well-run house, and he extended me a cordial welcome. Frederick Hanson has been resident solo organist at this theatre for just a year, and is a firm favourite with this suburban audience, which certainly appreciates the regular featured interlude.

The organ here is a seven-years-old Compton 3-manual of 7 ranks, and although it has no Melotone unit, makes up for this by the fine tonal qualities it possesses.

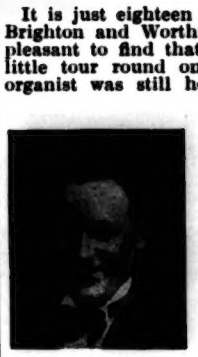
Frederick Hanson's interlude was titled "You Asked For It," and the request items were all taken in actual sequence as received. It was pleasant to note the inclusion of such items as the old song "Until," the "Riff" song from "The Desert Song," "A Pair of Sparkling Eyes," "In a Country Garden," and "Trees," with the inevitable "Knightsbridge March," Heykens' Serenade," and the "Umbrella Man." No slides were used, in fact they would have been superfluous, and the organist just played each number with registration that was restrained, well balanced, and therefore the more effective. The Saturday evening audience was attentive, hummed the choruses of the most popular numbers, and applauded vigorously at the conclusion till Frederick Hanson had quite disappeared from view.

Basil Cuthbert commenced a solo residential job at the Ritz, Chatham, on Monday, May 1, and seems to have found Manager Coulston anxious to co-operate and make the organ a special feature, so I hope to go down shortly to hear the result, as I know Basil Cuthbert is capable of putting over an excellent show and will repay the manager's confidence and help.

A. W. O.

Worthing and Brighton Interludes

It is just eighteen months since I visited Brighton and Worthing and it was very pleasant to find that, when I repeated my little tour round on Thursday last, every organist was still holding his residential position and working under comfortable conditions.



D. RONALD

My first call was at the Odeon, Worthing, where I received a cordial welcome from Manager George Stevens and sampled the excellent lunch *à la carte* in the bright café with Derek Ronald, who has just completed his third year at this well-run theatre.

To open the house the organist played the Tavan fantasia of "La Tosca" and exploited his seven-rank Compton to its fullest extent. Careful orchestral registration enhanced the performance.

The organ interlude was a Gypsy Fantasie and the musical excerpts included Brahm's No. 1 Dance, "The Gypsy Violin"; Monti's famous Czardas No. 1, "O Play to Me, Gypsy"; Ferrari's Ukraine Souvenir "Gypsy Moon"; and the latest song success, "Romany-Romany." The slide matter was well written and the entire performance good musical entertainment and thoroughly appreciated by the select class of patrons present at the matinée.

It is worth noting that the local Press has consistently given good publicity to the organ, in fact, recently they ran a special article illustrated with photo blocks of the chamber interiors and an informative description of the instrument. Derek Ronald, in return, offered to "show round" anyone interested and had quite a good response to his invitation, which is certainly worthwhile publicity.

It was only a five-minute walk to the Plaza to renew acquaintance with Reginald Sheen, who has been two and a half years at this A.B.C. hall, where he has the full co-operation of Manager Kaye. His interlude consisted of some Tauber favourites and included "Heart's Delight," "O Solo Mio," "Good Night Sweetheart," "Little Grey Home in the West," "Somewhere a Voice is Calling," etc. There is a large ten-rank, three-manual Compton organ here for this theatre is the largest in Worthing and full use of its large tonal range was made by the organist.

After this I travelled on to Brighton, but my first call to see my old friend H. Goddard, at the Savoy, was fruitless for it was his "day off," so I walked up to the Astoria to be greeted by Manager Sadler and his organist, W. Underhill, who I found very busy arranging for a special A.R.P. and three Services interlude, which should be a success, particularly as they are exploiting a patriotic song, with the lyrics by Claude

Continued on page 38.

Solo Organ Interlude (Series 2) No. XXXVI

"KEYS OF MUSIC AND LOVE"

By Cecil Hammett, at the Embassy, Maldon, Essex

ORGAN: COMPTON THREE-MANUAL

THIS week's interlude is another contribution to the series by Cecil Hammett, who has been for four years as resident solo organist at the Embassy, Maldon, and is, I hear, concluding this engagement this week. The interlude is quite original in character and if presented should be played in detail exactly as set out in the text, especially in regard to the keys of the excerpts.

"The Scene Changes" is used to form up the thread of the story and is played in several keys for this purpose. If anyone in the London area uses this interlude I should be glad if he would drop me a postcard so that I could hear it presented. It may interest organists to hear that to-day (May 8) I have received five interludes by morning or evening posts, which is a record. I shall be able to use three of them for certain, and perhaps a fourth. Such a response to my recent request is very helpful indeed, and Series 2 is certainly progressing well and, I hope, just as useful as Series 1 to almost all our organists, especially those in outlying provincial areas.

A. W. O.

1. Keys of Music and Love .. .. Signature Tune.
2. Love Holds the Key—a fantasy in which the locksmith gives pride of place to the tune smith. "Love Will Find a Way." Fraser Simpson. (Last eight bars only.) (Ascherberg.).
3. "Love holds the key to set me free, And love will find a way" .. .. Ditto.
4. And if love has found the right way the result will be through "A Little Door" .. .. "A Little Door." Woods. (Modulate to E Major.) (Victoria.)
5 & 6. Words of Chorus .. .. Ditto Chorus in E.
7. The key changes, and now we see they're parted .. .. "The Scene Changes." Hill. (First four bars Intro.) (Dash.)
8 & 9. Words of Chorus .. .. "Love Locked Out" (in A). Ray Noble. (Victoria.)
10. Again the key changes, for now he makes an offer .. .. "The Scene Changes." (First four in D.) (Dash.)
11. "I Will Give You," etc. .. .. "Keys of Heaven." (Broadwood.) (Play in D.) (Cramer.)
12. [illegible] she rejects his offer and tells him what she will do .. .. "The Scene Changes." (Bars 13-16 in D.) (Dash.)
13 & [illegible] Words of Chorus .. .. "I'm Gonna' Lock My Heart." (Play in G.) (Victoria)
15. [illegible] Key Changes. "Our story nears its ending, and with her heart unbending she calls [illegible] him once again. "The Scene Changes" (Play in C.) (Bars 9-24.) (Dash.)
16. [illegible] been a fool to run away, To say that I have done with love although the earth should [illegible] low me, Your face would surely follow me." Ditto.
17. [illegible] thful to my trust I stay, No fate can fill me with dismay" .. .. "Love Will Find a Way" (softly and slowly.) (Ascherberg.)
18. "[illegible] holds the key to set me free, [illegible] Love will find a way." .. .. Ditto Full for Finale Chords. (Ascherberg.)

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New Kinema Schemes

AND THEIR PROGRESS

Promoters and architects engaged on kinema building are invited to send particulars to the Editor, "Kine. Weekly"

LONDON, OXFORD STREET, W.1.—Application for a licence for a 467-capacity kinema has been granted by the L.C.C. The theatre will be built in Key Sign House, Oxford Street, W.1, by Cinephone (Films), Ltd., which is controlled by Mr. Nakhimoff.

A.B.C. CIRCUIT. — Associated British Cinemas are to erect a Regal kinema in Wandsworth Road, Clapham.

LINLITHGOW.—A kinema is to be built in Linlithgow by Caledonia Cinema Co. The site is on the south side of the High Street, near New Well Wynd.

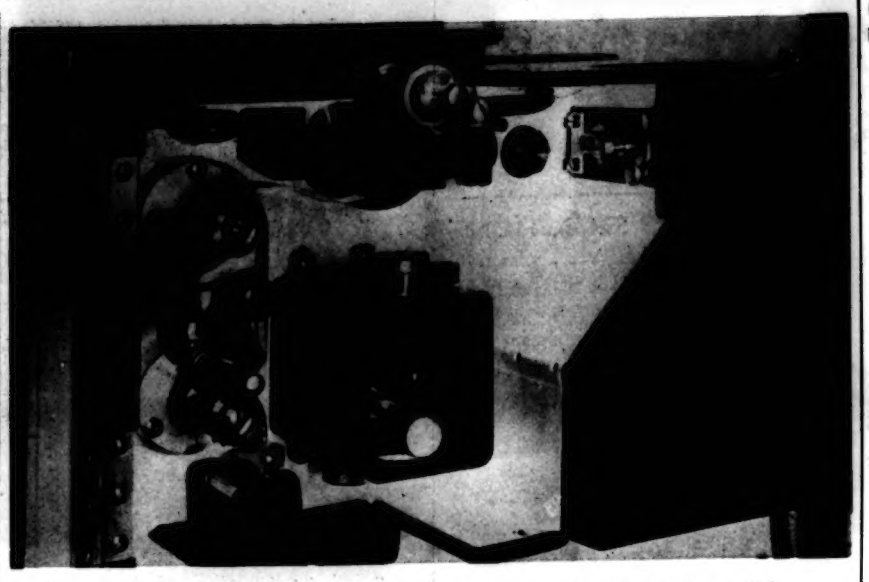
POLEGATE.—Plans have been prepared for the erection of a kinema at Polegate, Sussex.

ASHBY.—Ashby Urban Council have approved plans for a kinema to be built in Market Street, Ashby, on the site at the old St. Helen's School.

RECONSTRUCTION

DOVER.—Keystone Cinemas, Ltd., are to rebuild the King's Hall, in Biggin Street, Dover. Plans are being prepared by Verity and Beverley, architects, of 32, Old Burlington Street, W.1.

Kalee, Ltd., Birmingham, who recently secured the projection box contract for the new Windsor Cinema, Nottingham, have now received the order for the seating. The Windsor is expected to be ready for opening by Whitsuntide.



Mechanism of the new B.A. Soundhead showing Exciter lamps and optical assembly.

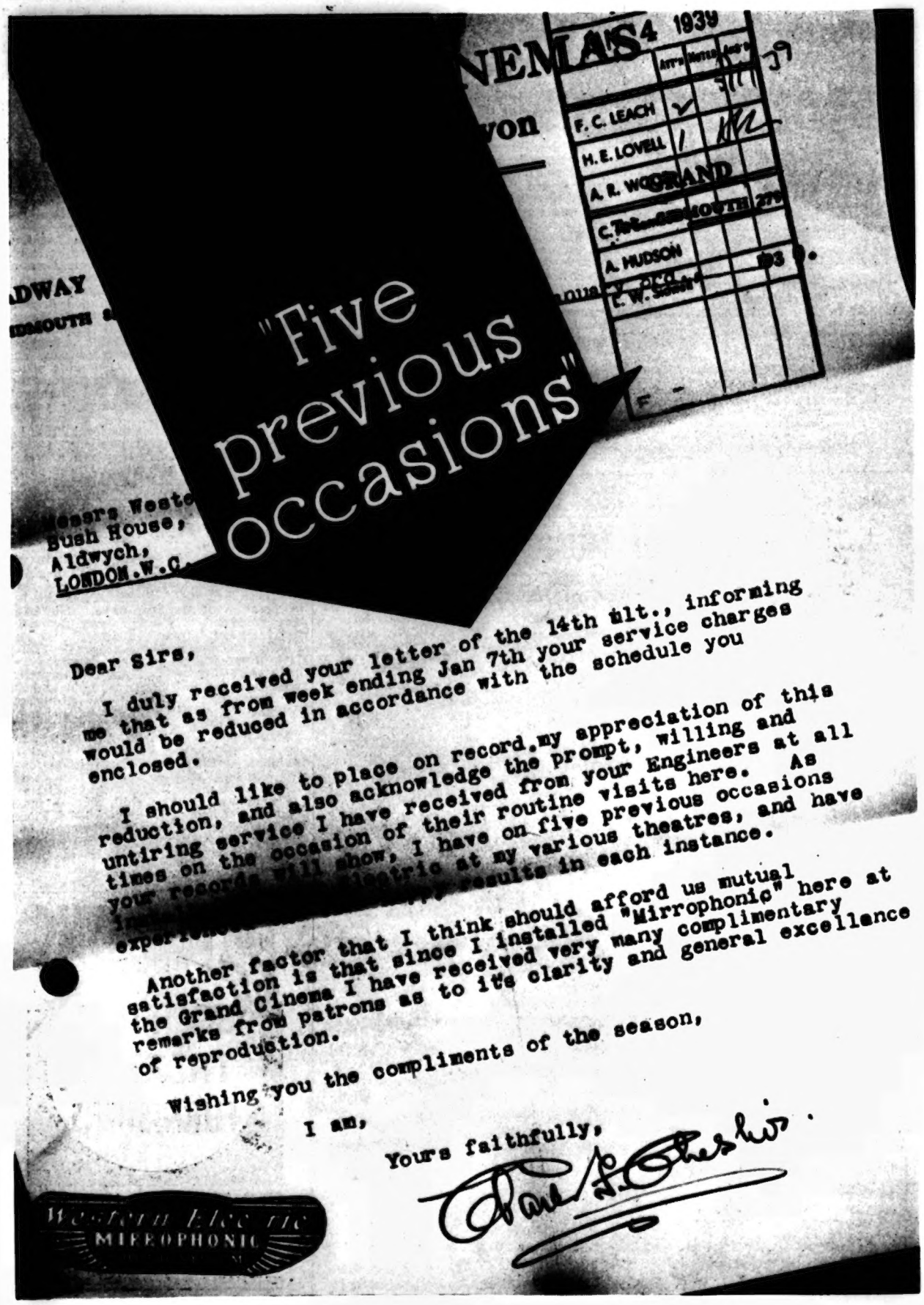
ORGAN MUSIC ON THE SOUTH COAST

Continued from page 37

Hulbert, written years ago, but specially applicable at the moment, and the music by Seymour Dicker, the area A.B.C. supervisor, who is a well-known cathedral organist.

The organist's interlude was a short pot-pourri to last just the seven minutes' time allowance, played without slides. It included the bright "Bal Masque," "Park Parade," "Brother Man" and "Song of Songs" synchronised.

After another chat with Manager Sadler I walked up the hill to the G.-B. Regent house, where I had the pleasure of meeting Manager Ainsworth and his organist Ernest Broadbent, who has now completed his second year at this important theatre. Here he has an excellent Wurlitzer three-manual with, I believe, either nine or ten ranks. Although not doing any interlude owing to lengthy programme, he had quite a lengthy intermission for slides, etc., during which he played a portion of "Lilac Time" very effectively.


"Five previous occasions"
F. C. LEACH
H. E. LOVELL
A. R. WOODLAND
A. HUDSON
Bush House,
Aldwych,
LONDON.W.C.
Dear Sirs,
I duly received your letter of the 14th ult., informing me that as from week ending Jan 7th your service charges would be reduced in accordance with the schedule you enclosed.
I should like to place on record my appreciation of this reduction, and also acknowledge the prompt, willing and untiring service I have received from your Engineers at all times on the occasion of their routine visits here. As your records will show, I have on five previous occasions
Another factor that I think should afford us mutual satisfaction is that since I installed "Mirrophonic" here at the Grand Cinema I have received very many complimentary remarks from patrons as to its clarity and general excellance of reproduction.
Wishing you the compliments of the season,
I am,
Yours faithfully,
Western Electric
MIRROPHONIC

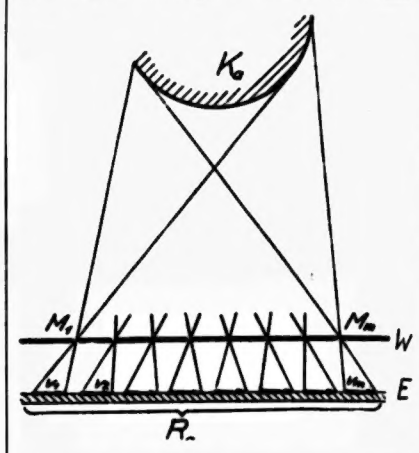
STEREOSCOPY BY NEW METHOD

A MULTIPLE PIN-HOLE SYSTEM

A PAPER in *Kinotechnik* discusses the theory of the system of stereoscopy, originated by Lippman, and described by the Italian inventor Jellinek as the "Central Projection System," and by the present author, Dr. Ing. W. Hesse, as the "Multiple Pin-hole System."

The basic principle of this system differs from the demonstrations by Ives in that, since it employs pin-holes and not vertical cylindrical optical systems, vertical as well as horizontal plasticity is achieved. As shown in the sketch produced, between the solid object K and a light-sensitive layer E is placed a screen W having a large number of holes M_1 *to* M_m. On the emulsion E a corresponding number of very small images V_1 to V_m will be produced. The composite image R is known variously as a "space photogram" or a "parallax panoramagram."

If this image R is projected on a screen and viewed through a similar perforated



screen then under certain mathematical conditions true binocular vision will be obtained. Theoretically, the problem of stereoscopy is completely solved without the use of viewing devices, since as the observer moves, so will he appear to see a different aspect of the object.

The writer makes the point that it is no longer a problem of stereoscopy, but of movement, since the picture must have the property that its component parts move in relation one to another as the observer moves into different viewing positions. There is therefore a dependence between the actual movement of the observer and the apparent movement of the image. While for the illusion of movement in ordinary kinematography the single pictures follow one another, for the reproduction of stereoscopic effects a large number of single pictures is necessary, which are presented simultaneously, and show the same object from different viewpoints.

The writer describes experiments in which cut-out figures, "3" and "4," were placed at different distances and photographed in the manner described. Photographs of the resultant images illustrate the relative movement of the figures as they are viewed from different points. Such a picture differs from an ordinary stereoscopy in being truly stereoscopic from all viewing points. The difference appears to be the same as that between a living and a lifeless object.

The development of this system has been formerly held up owing to technical difficulties. But, in rather optimistic tone, the writer considers that in the present state of technical knowledge the system opens up new possibilities in the realisation of the completely plastic film.

TELEVISION IN U.S.A.

Adaptation for Different Transmission

The Baird big-screen television receiver, which is to be installed in six leading New York theatres, represents a certain advance upon that so far seen in this country, being capable of a picture measuring 20 ft. by 15 ft., of the same brilliance (2-foot candles in the high-lights) as on the Marble Arch 15-ft. screen.

The adaptation of the equipment to American conditions has raised some interesting problems. The alteration to the American standard of 441 lines 30 frames per second (instead of 405 lines 25 frames) is, of course, a simple matter; but in order to be able to receive transmissions from the two competing stations, N.B.C. and Columbia, working on different wavelengths, separate interchangeable radio units are provided, since the use of change-over switches for altering the tuning presented certain difficulties.

There are, of course, other points of difference between British and American conditions which are taken care of by the radio unit or by the aerial arrangements. In addition to the different scanning standard, the American transmissions are in the negative sense—that is to say, instead of a strong signal meaning white it means black. This difference necessitates, of course, reversing the polarity of the modulating signals fed to the cathode-ray tubes. Another point of difference is that the transmitted waves are polarised horizontally, instead of vertically, as in this country.

Another innovation to the American market is the use with this equipment of Voigt speakers. This speaker has been chosen by reason of its wide frequency response, full use of which can, of course, be made in the short-wave transmission of television sound.

—R. H. C.

Barbara Stanwyck, who stars with Joel McCrea in UNION PACIFIC (Paramount)

London and Provincial Trade Screenings

NEW FILMS TO BE SHOWN DURING THE WEEK ENDING MAY 25

LONDON

Date.	Time.	Place.	Title of Films.	Shown by.	Stars.	Cert
Thur., May 18	3 p.m. ...	Cambridge ...	Trouble for Two; Two Days to Live.	Anglo-American...	——	—
,, ,, 18	8.30 p.m. ...	Cambridge ...	East Side of Heaven	General F.D. ...	Bing Crosby	—
,, ,, 19	10.30 a.m. ...	Carlton	Back Door to Heaven	Paramount ...	Wallace Ford	A
Fri., ,, 19	3 p.m. ...	Cambridge ...	Mystery of the White Room ...	General F.D. ...	Bruce Cabot	—
,, ,, 22	3 p.m. ...	Own Theatre ...	Frontier Scout	Grand National	——	—
Mon., ,, 22	7 p.m. ...	Cambridge ...	Union Pacific	Paramount ...	Joel McCrea	U
,, ,, 22	8.30 p.m. ...	Cambridge ...	Naughty But Nice	First National ...	——	—
Tues., ,, 23	8.45 p.m. ...	London Pavilion	Elephants Never Forget	United Artists ...	Oliver Hardy ...	—
,, ,, 23	11 a.m. ...	Celluloid Theatre	Sing as You Swing; Over the Border; East of the Pennines.	New Realm ...	—— ...	—
,, ,, 23	11 a.m. ...	Own Theatre ...	Yes, We Have No Bonanza; A Night at a Music Hall; Boom Goes the Groom; Gorilla Hunt; A Star is Shorn; Krazy's Bear Tale; Saved by a Belle.	Columbia ...	—— ...	U
,, ,, 23	6.30 p.m. ...	Cambridge ...	Point of View, Nos. 1, 2 and 3	Denning Films ...	—— ...	—
Wed., ,, 24	3 p.m. ...	Celluloid Theatre	Sing as You Swing; Over the Border; East of the Pennines.	New Realm ...	—— ...	—
Thur., ,, 25	7 p.m. ...	Cambridge ...	Grand Jury Secrets	Paramount ...	——	—
Fri., ,, 26	6.30 p.m. ...	Cambridge ...	It's a Wonderful World ...	M-G-M	Claudette Colbert ...	—
Wed., ,, 31	7 p.m. ...	Cambridge ...	Invitation to Happiness ...	Paramount ...	——	—

BELFAST

Wed., May 24	11 a.m. ...	Ritz	Come Back to Erin	A.B.P.C. ...	——	U
,, ,, 24	11 a.m. ...	Ritz	Spies of the Air	A.B.P.C. ...	Barry K. Barnes ...	U

BIRMINGHAM

Fri., May 19	10.45 a.m. ...	Scala	Big Town Czar	General F.D. ...	Barton MacLane ...	—
,, ,, 19	10.30 a.m. ...	Futurist	Panama Patrol	Grand National ...	Leon Ames	—
,, ,, 19	10.30 a.m. ...	West End ...	Star Reporter	Pathe	Warren Hull	A
,, ,, 19	10.30 a.m. ...	Forum	The Kid From Kokomo	Warner	Pat O'Brien	A
,, ,, 19	10.30 a.m. ...	Futurist	The Lady's from Kentucky ...	Paramount ...	George Raft	U
Tues., ,, 23	10.30 a.m. ...	Forum	The Missing People	Grand National ...	Will Fyffe	—
,, ,, 23	10.30 a.m. ...	La Scala	Women Won't Tell	Renown... ...	Sarah Padden ...	A
Wed., ,, 24	10.30 a.m. ...	La Scala	Week End Madness	Renown	Valerie Hobson ...	A
,, ,, 24	10.30 a.m. ...	Forum	Torchy Runs for Mayor	Warner ...	Glenda Farrell ...	—
,, ,, 24	10.30 a.m. ...	Futurist	Back Door to Heaven	Paramount ...	Wallace Ford ...	A
Thur., ,, 25	10.45 a.m. ...	West End ...	Mystery of the White Room ...	General F.D. ...	Bruce Cabot	—
,, ,, 25	10.30 a.m. ...	Forum	Let Us Live	Columbia ...	Henry Fonda ...	A

CARDIFF

Fri., May 19	11 a.m. ...	Empire	The Modern Miracle	20th Century-Fox	Don Ameche	—
,, ,, 19	11 a.m. ...	Park Hall ...	Calling Dr. Kildare	M-G-M	Lew Ayres	—
,, ,, 19	10.45 a.m. ...	Odeon	The Missing People	Grand National	Will Fyffe	—
,, ,, 19	11 a.m. ...	Olympia	Nancy Drew—Reporter	Warner	Bonita Granville ...	U
Tues., ,, 23	11 a.m. ...	Odeon	Secret Journey	Anglo-American	Basil Radford ...	—
,, ,, 23	11 a.m. ...	Capitol	The Lady's From Kentucky ...	Paramount ...	George Raft	U
,, ,, 23	11 a.m. ...	Park Hall ...	Women in the Wind	Warner	Kay Francis	A
Wed., ,, 24	10.45 a.m. ...	Odeon	The Family Next Door	General F.D. ...	Hugh Herbert	—
,, ,, 24	10.45 a.m. ...	Park Hall ...	Panama Patrol	Grand National...	Leon Ames	—
,, ,, 24	11 a.m. ...	Olympia	Let Us Live	Columbia ...	Henry Fonda ...	A
,, ,, 24	11 a.m. ...	Capitol	Union Pacific	Paramount ...	Joel McCrea	U
Thur., ,, 25	11 a.m. ...	Odeon	Elephants Never Forget ...	United Artists ...	Oliver Hardy... ...	—

GLASGOW

Fri., May 19	10.30 a.m. ...	Green's Playhouse	Women Won't Tell	Renown	Sarah Padden ...	A
,, ,, 19	10.30 a.m. ...	Green's Playhouse	Week End Madness	Renown	Valerie Hobson ...	A
,, ,, 19	10.45 a.m. ...	La Scala ...	The Missing People	Grand National...	Will Fyffe	—
,, ,, 19	10.45 a.m. ...	Regal	Sweepstake Racketeers	Pathe	Russell Gleason ...	A
Tues., ,, 23	10.45 a.m. ...	Cranston's ...	The Family Next Door	General F.D. ...	Hugh Herbert ...	—
,, ,, 23	11 a.m. ...	La Scala ...	Secret Journey	Anglo-American	Basil Radford ...	—
,, ,, 23	11 a.m. ...	Playhouse ...	Panama Patrol	Grand National	Leon Ames	—
Wed., ,, 24	10.45 a.m. ...	La Scala ...	Big Town Czar	General F.D. ...	Barton MacLane ...	—
,, ,, 24	11 a.m. ...	Green's Playhouse	Back Door to Heaven	Paramount ...	Wallace Ford ...	A
,, ,, 24	11 a.m. ...	Regal	Jamaica Inn	A.B.P.C. ...	Charles Laughton ...	—
,, ,, 24	10.45 a.m. ...	New Savoy ...	Lucky Night	M-G-M	Robert Taylor ...	—
Thur., ,, 25	10.45 a.m. ...	Picture House ...	East Side of Heaven	General F.D. ...	Bing Crosby	—

LEEDS

Fri., May 19	10.45 a.m. ...	Tower	The Family Next Door	General F.D. ...	Hugh Herbert ...	—
,, ,, 19	11 a.m. ...	Paramount ...	The Lady's From Kentucky ...	Paramount ...	George Raft	U
,, ,, 19	10.45 a.m. ...	Scala	The Missing People	Grand National...	Will Fyffe	—
,, ,, 19	11 a.m. ...	Majestic	Streets of New York	Pathe	Jackie Cooper ...	A
,, ,, 19	10.45 a.m. ...	Ritz	A Gentleman's Gentleman ...	Warner	Eric Blore	—
Tues., ,, 23	10.45 a.m. ...	Tower	Panama Patrol	Grand National...	Leon Ames	—
,, ,, 23	10.45 a.m. ...	Ritz	Jamaica Inn	A.B.P.C. ...	Charles Laughton ...	—
,, ,, 23	11 a.m. ...	Paramount ...	Union Pacific	Paramount ...	Joel McCrea	U
Wed., ,, 24	10.45 a.m. ...	Scala	Elephants Never Forget ...	United Artists ...	Oliver Hardy... ...	—
,, ,, 24	10.45 a.m. ...	Tower	Big Town Czar	General F.D. ...	Barton MacLane ...	—
,, ,, 24	11 a.m. ...	Ritz	Let Us Live	Columbia ...	Henry Fonda ...	A
Thur., ,, 25	10.45 a.m. ...	Paramount ...	East Side of Heaven	General F.D. ...	Bing Crosby	—

LIVERPOOL

Fri., May 19	11 a.m. ...	Scala	Lucky Night	M-G-M	Robert Taylor ...	—
,, ,, 19	10.45 a.m. ...	Paramount ...	The Missing People	Grand National	Will Fyffe	—
,, ,, 19	11 a.m. ...	Forum	Streets of New York	Pathe	Jackie Cooper ...	A
Tues., ,, 23	10.45 a.m. ...	Scala	Panama Patrol	Grand National	Leon Ames	—
,, ,, 23	11 a.m. ...	Futurist	Let Us Live	Columbia ...	Henry Fonda	A
,, ,, 23	10.45 a.m. ...	Paramount ...	Back Door to Heaven	Paramount ...	Wallace Ford ...	A
Wed., ,, 24	11 a.m. ...	Scala	Secret Journey	Anglo-American	Basil Radford ...	—
,, ,, 24	10.45 a.m. ...	Paramount ...	Union Pacific	Paramount ...	Joel McCrea	U
Thur., ,, 25	11 a.m. ...	Trocadero ...	Elephants Never Forget ...	United Artists ...	Oliver Hardy... ...	—
,, ,, 25	10.45 a.m. ...	Scala	The Family Next Door	General F.D. ...	Hugh Herbert ...	—

MANCHESTER

Fri., May 19	11 a.m. ...	Oxford St. P.H....	Jamaica Inn	A.B.P.C. ...	Charles Laughton ...	—
,, ,, 19	10.45 a.m. ...	Market St. P.H.	Calling Dr. Kildare	M-G-M	Lew Ayres	—
,, ,, 19	11 a.m. ...	Theatre Royal ...	Let Us Live	Columbia ...	Henry Fonda... ...	A
Tues., ,, 23	10.45 a.m. ...	Market St. P.H.	Big Town Czar	General F.D. ...	Barton MacLane ...	—
,, ,, 23	10.45 a.m. ...	Gaumont ...	The Missing People	Grand National	Will Fyffe	—
,, ,, 23	10.45 a.m. ...	Theatre Royal ...	Streets of New York	Pathe	Jackie Cooper ...	A
,, ,, 23	10.45 a.m. ...	Paramount ...	Union Pacific	Paramount ...	Joel McCrea	U
Wed., ,, 24	10.45 a.m. ...	Theatre Royal ...	Mystery Plane	Pathe	John Trent	U
Thur., ,, 25	10.45 a.m. ...	Gaumont ...	East Side of Heaven	General F.D. ...	Bing Crosby	—
,, ,, 25	11 a.m. ...	Royal	Secret Journey	Anglo-American	Basil Radford ...	—
,, ,, 25	10.45 a.m. ...	Deansgate P.H.	Sweepstake Racketeers	Pathe	Russell Gleason ...	A

NEWCASTLE

Fri., May 19	10.45 a.m. ...	Grainger P.H. ...	The Family Next Door	General F.D. ...	Hugh Herbert ...	—
,, ,, 19	10.30 a.m. ...	Paramount ...	The Lady's From Kentucky ...	Paramount ...	George Raft	U
,, ,, 19	10.45 a.m. ...	Own Theatre ...	The Modern Miracle	20th Century-Fox	Don Ameche	—
,, ,, 19	10.45 a.m. ...	News Theatre,	Lucky Night	M-G-M	Robert Taylor ...	—
,, ,, 19	10.30 a.m. ...	Essoldo	Let Us Live	Columbia ...	Henry Fonda ...	—
,, ,, 19	10.45 a.m. ...	Haymarket ...	Star Reporter	Pathe	Warren Hull	A
Tues., ,, 23	10.45 a.m. ...	Tatler Theatre ...	Big Town Czar	General F.D. ...	Barton MacLane ...	—
,, ,, 23	10.30 a.m. ...	Paramount Th.	Back Door to Heaven	Paramount ...	Wallace Ford ...	A
,, ,, 23	10.45 a.m. ...	Essoldo	The Missing People	Grand National...	Will Fyffe	—
Wed., ,, 24	10.45 a.m. ...	Haymarket ...	Jamaica Inn	A.B.P.C. ...	Charles Laughton ...	—
,, ,, 24	10.30 a.m. ...	Essoldo	Whispering Enemies	Columbia ...	Jack Holt	A
,, ,, 24	10.30 a.m. ...	Paramount ...	Union Pacific	Paramount ...	Joel McCrea	U
Thur., ,, 25	10.45 a.m. ...	Queen's	Elephants Never Forget ...	United Artists ...	Oliver Hardy... ...	—

NOTTINGHAM

Fri., May 19	11 a.m. ...	Scala	Calling Dr. Kildare	M-G-M	Lew Ayres	—
Tues., ,, 23	10.45 a.m. ...	Scala	The Family Next Door	General F.D. ...	Hugh Herbert ...	—
,, ,, 23	10.45 a.m. ...	Elite	Jamaica Inn	A.B.P.C. ...	Charles Laughton ...	—
Wed., ,, 24	10.45 a.m. ...	News House ...	Big Town Czar	General F.D. ...	Barton MacLane ...	—
,, ,, 4	11 a.m. ...	Elite Cinema ...	Streets of New York	Pathe	Jackie Cooper ...	A

SHEFFIELD

Fri., M 19	10.45 a.m. ...	Cinema House ...	Panama Patrol	Grand National...	Leon Ames	—
,, ,,	11 a.m. ...	Central	Lucky Night	M-G-M	Robert Taylor ...	—
Tues., ,,	11 a.m. ...	Union St. P.H. ...	Sweepstake Racketeers	Pathe	Russell Gleason ...	A
,, ,,	10.45 a.m. ...	Regent	The Missing People	Grand National...	Will Fyffe	—
Wed., ,,	11 a.m. ...	Union St. P.H. ...	Streets of New York	Pathe	Jackie Cooper ...	A
Thur., ,,	11 a.m. ...	Union St. P.H....	Whispering Enemies	Columbia ...	Jack Holt	A
,, ,,	10.30 a.m. ...	Picture House ...	Secret Journey	Anglo-American...	Basil Radford ...	—
,, ,,	10.30 a.m. ...	Picture House ...	Two Days to Live	Anglo-American...	—— ...	—

TORQUAY

Sun., May	3 p.m. ...	Regal	The Story of Vernon and Irene Castle.	RKO-Radio ...	Fred Astaire	—

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